

**THE INFLUENCE OF AWARD (Traveloka Hotel Awards 2017) ON
CONSUMER PURCHASE INTENTION AND CONSUMER PURCHASE
DECISION (Study on Hotel Santika Premiere Hayam Wuruk Jakarta)**

By

Andhika Reihansyah Sukandar Putra

NIM 145020207121004

MINOR THESIS

**Presented in Partial Fulfillment of the requirements
For the Degree of Bachelor of Economics and Business**



MANAGEMENT PROGRAM

MARKETING MANAGEMENT CONCENTRATION

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITY OF BRAWIJAYA

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STATEMENT OF ORIGINALITY

I, the undersigned:

Name : Andhika Reihansyah Sukandar Putra

Student ID : 145020207121004

Department : Management

Faculty : Economics and Business

Address : Jl. Cengger Ayam No. 23, Malang

Hereby certify that I am the sole author of the minor thesis under the title:

“THE INFLUENCE OF AWARD (Traveloka Hotel Awards 2017) ON CONSUMER PURCHASE INTENTION AND CONSUMER PURCHASE DECISION (case study: Hotel Santika Premiere Hayam Wuruk Jakarta)”

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Malang, September 5th, 2018

Andhika Reihansyah Su
NIM. 14502



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Minor Thesis Entitled:

**THE INFLUENCE OF AWARD (Traveloka Hotel Awards 2017) ON
CONSUMER PURCHASE INTENTION AND CONSUMER PURCHASE
DECISION (case study: Hotel Santika Premiere Hayam Wuruk Jakarta)**

Arranged by:

Name : Andhika Reihansyah Sukandar Putra
NIM : 145020207121004
Faculty : Economics and Business
Program : International Management
Concentration : Marketing

This has been approved to be proposed to a Comprehensive Examination.

1. Prof. Dr. Noermijati SE., MTM.
NIP. 19611108 198601 2 002
(Minor Thesis advisor)



Acknowledged by,
Head of International Program in Management



Dr. Andarwati, SE., ME., CSRS., CFP.
NIK. 19601111 198601 2 001

FINAL APPROVAL PAGE

Minor Thesis Entitled:

THE INFLUENCE OF AWARD (Traveloka Hotel Awards 2017) ON
CONSUMER PURCHASE INTENTION AND CONSUMER PURCHASE
DECISION (Study on Hotel Santika Premiere Hayam Wuruk Jakarta)

Arranged by:

Name : Andhika Reihansyah Sukandar Putra
NIM : 145020207121004
Faculty : Economics and Business
Program : International Management
Concentration : Marketing

Has been evaluated and approved as a Minor Thesis, dated September 28th, 2018.

1. Prof. Dr. Noermijati SE., MTM.
NIP. 19611108 198601 2 002
(Minor Thesis advisor)



2. Ananda Sabil Hussein, SE., M.Com., Ph.D
NIP. 198303192008011003
(Examiner 1)



3. Rahaditya Yuniarto, SE., MM
NIP. 2013048406211001
(Examiner 2)



Acknowledged by,
Head of Management Program



Dr. Siti Aisjah, SE., MS., CSRS., CFP.
NIK. 19601111 198601 2 001

14

CURRICULUM VITAE

Name : Andhika Reihansyah Sukandar Putra
 Place & Date of Birth : Jakarta, 28 September 1996
 Gender : Male
 Marital Status : Single
 Nationality : Indonesian
 Home Address : Jalan Pinang Perak 3 No. 36 Taman Yasmin 6
 Address in Malang : Jl. Cengger Ayam no. 23
 Phone : 081310071381
 E-mail : AndhikaRsputra@gmail.com

Skills

Language	Bahasa Indonesia (Native), English (Intermediate)
IT	Ms. Word, Ms. Excel, Ms. Power Point
Social	Hosting, Writing, Public Speaking

Formal Education

Year	Educational History	Level
2014 - 2018	University of Brawijaya	Undergraduate
2011 - 2014	SMAN 10 Bogor	High School
2008 - 2011	SMPN 5 Bogor	Middle School
2002 - 2008	SD Bina Insani	Elementary School

Work Experience

Year	Workplace	Position
May 2015 – July 2015	Lazis Street Food	Co-Runner & Seller
Sep 2015 – November 2015	ECSONYEONG Korean Delivery Food	Delivery Personnel

Organization & Organizing Committee Experiences

Year	Organization / Event	Position
2017	ARTi	Head Division of Event
2016	Sparkling Ecora	Head Division Assistant of Marketing
2016	Management Edutainment	Vice Chairman
2016	Keluarga Mahasiwa FEB UB	Head Division of Event
2016	Brawijaya National Tennis Tournament	Head Division of Medical Emergency and Consumption
2015	Pemilihan Mahasiswa FEB UB	Head Division Assistant of Event
2015	Management Cup	Head Division Assistant of Funding

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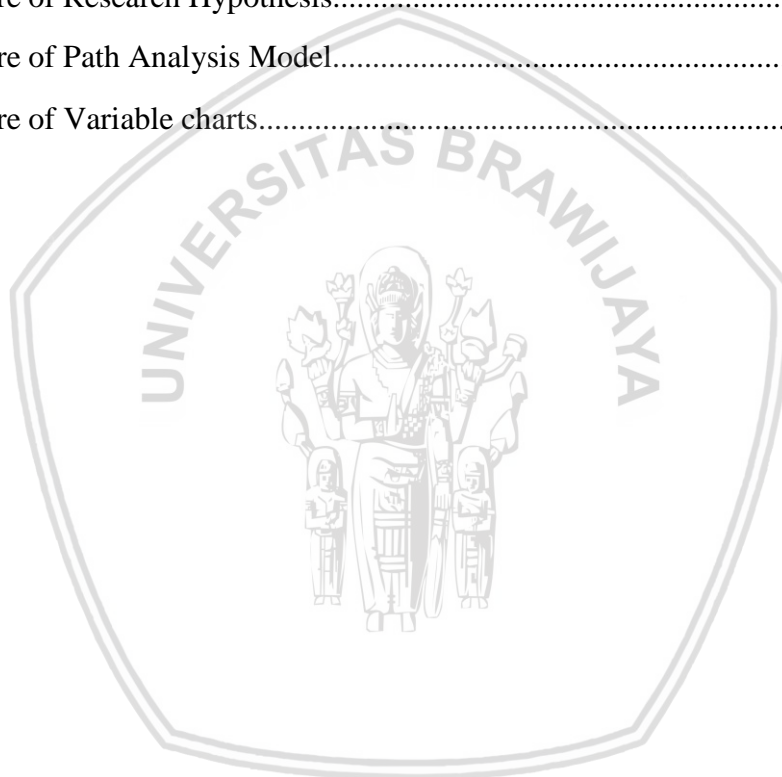


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**“PENGARUH PENGHARGAAN (TRAVELOKA HOTEL AWARDS 2017)
TERHADAP MINAT PEMBELIAN KONSUMEN DAN KEPUTUSAN
PEMBELIAN KONSUMEN (STUDI KASUS: HOTEL SANTIKA
PREMIERE HAYAM WURUK JAKARTA)”**

Disusun Oleh:

Andhika Reihansyah Sukandar Putra

Fakultas Ekonomi dan Bisnis, Universitas Brawijaya

Jalan MT. Haryono Nomor 165 Malang

AndhikaRsputra@gmail.com

Dosen Pembimbing:

Prof. Dr. Noermijati, SE., MTM

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh dari variabel penghargaan terhadap minat pembelian dan keputusan pembelian konsumen di Hotel Santika Premiere Hayam Wuruk Jakarta. Jenis penelitian yang digunakan adalah penelitian *explanatory research* untuk menjelaskan hubungan atau pengaruh antar variabel yang diteliti. Pada penelitian ini digunakan metode sampel purposive dengan menggunakan seluruh populasi yang terdaftar sebagai tamu hotel disaat penghargaan sudah diberikan (2017) untuk dijadikan sebagai sampel, didapatkan 100 sampel dalam penelitian ini. Proses pengumpulan data menggunakan kuesioner dengan jawaban yang diukur dengan skala likert, sedangkan analisis data menggunakan teknik analisis deskriptif dan analisis jalur yang dibantu dengan program SPSS versi 16. Hasil penelitian menunjukkan bahwa (1) Penghargaan berpengaruh langsung terhadap Keputusan Pembelian Konsumen (2) Penghargaan berpengaruh langsung terhadap Minat Pembelian Konsumen (3) Minat Pembelian Konsumen berpengaruh langsung terhadap Keputusan Pembelian Konsumen (4) Penghargaan berpengaruh tidak langsung terhadap Minat Pembelian Konsumen dan Keputusan Pembelian Konsumen.

Kata Kunci: Penghargaan, Traveloka Hotel Awards, Keinginan Pembelian Konsumen, Keputusan Pembelian Konsumen.

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**“THE INFLUENCE OF AWARD (TRAVELOKA HOTEL AWARDS 2017)
ON CONSUMER PURCHASE INTENTION AND CONSUMER
PURCHASE DECISIONS (CASE STUDY: HOTEL SANTIKA PREMIERE
HAYAM WURUK JAKARTA)”**

Written by:

Andhika Reihansyah Sukandar Putra

Faculty of Economics and Business, University of Brawijaya

MT. Haryono street Number 165 Malang

AndhikaRsputra@gmail.com

Minor Thesis Supervisor:

Prof. Dr. Noermijati, SE., MTM

ABSTRACT

This study aims to analyze the influence of award variable on consumer purchase intention and consumer purchase decision at Hotel Santika Premiere Hayam Wuruk Jakarta. The type of research used is explanatory research to explain the relationship or influence between the variables studied. This study used purposive sample method using all populations registered as hotel guests when the award was given (2017) to be used as a sample, obtained 100 samples in this study. The process of collecting data using a questionnaire with answers measured by a Likert scale, while the data analysis using descriptive analysis techniques and path analysis assisted by SPSS version 16. The results showed that (1) the award had a direct effect on Consumer Purchase Decision (2) the award directly influence Consumer Purchase Intention (3) Consumer Purchase Intention directly influence Consumer Purchase Decisions (4) Awards have an indirect influence on Consumer Purchase Intention and Consumer Purchase Decision.

Keywords: Awards, Traveloka Hotel Awards, Consumer Purchase Intention, Consumer Purchase Decision

CHAPTER I

INTRODUCTION

1.1 Background of Research

With the era of easy travel has come upon us, it is so important to a lot of hotel or any of the travelling-related industries to catch up and keep distinguish themselves from their competitors. Now, more than ever, people are going to travel individually and they will arrange their own schedule, their own travel itinerary, even where they chose to sleep because of the accessibility of the information needed for them to have that capability. It used to be so many informations related to hotels, airline tickets, discounts on trip expenses are monopolized by the travel agent. They used to hold the control for everything, and they'll sell well above the offered price from the hotel or airline or any other travel-related expenses to gain profits for themselves, adding to that their share profits from the hotel or airline tickets that they succesfully sold to people. It was expensive for people to travel back then, so it wasn't a very popular activity. Especially if they had to go abroad.

Now the complicated logistics of it has vanished. People have the freedom that they dont have twenty years ago. With the birth of travel search engine, hotels, airline tickets, even tourist destinations' entrance fee or festivals that charge money can easily advertised and sold their products in a matter of minutes. It also brings the third person expenses for the industry to dissappear as well since they now don't have to tangled themselves with all the required incentives for travel agent had they sold the products for them. With online

travel search engine, all they had to do is to put the information of their business up on the website, give them the availability of their product in it (or make it integrated with the company's own data management to give it a real time information), and wait for people to see and purchase.

The advancement of travel-related preparation has also brought a very positive impact in the industry. According to World Travel & Tourism Council or WTTC, Travel & Tourism's direct contribution to GDP grew by 3.1% in 2016. This was faster than the global economy as a whole which grew at 2.5%, meaning that for six consecutive years, the Travel & Tourism sector has outperformed the global economy. The direct contribution of Travel & Tourism to employment grew by 1.8% in 2016 meaning almost 2 million net additional jobs were generated directly by the sector, and a total of around 6 million new jobs created as a result of total direct, indirect and induced activity. This means that almost 1 in 5 of all new jobs created in 2016 were linked to Travel & Tourism (2017:3).

That data that was presented by the World Travel & Tourism Council alone indicate that the industry has gone to become one of the most vital industry in the world. And one of the most impacted by the growth and the blossoming number of success from the travel industry are hotels. The hotel industry continues a run of strong performance and is projected to sustain strong 5-6 percent growth throughout 2018. Some analysts are concerned as this industry is usually cyclic, but optimists seem to outnumber pessimists (Lorraine Sileo, Douglas Quinby & Maggie Rauch, 2017).

Hotels are classified based on services they offer into: 1 Star, 2 Star, 3 Star, 4 Star, 5 Star, and unrated. The one star hotels include tourist hotels; two star hotels include standard hotels; 3 star hotels include comfort hotels; 4 star hotels include first class hotels; and 5 star hotels include luxury hotels. The 3 Star segment held the largest market share in the global hotels market. Increasing domestic tourism coupled with demand for luxurious lifestyle is one of the major factors fueling the demand in the 3 Star hotels segment. However, unrated segment is expected to be fastest growing segment with increasing demand in the budget hotels segment. Moreover, the 5 Star hotels segment also has huge growth potential. Increasing number of business travelers coupled with demand for better service is one of the major factors fueling the demand in this segment (ReportLinker, 2015).

With so many variety of hotels available in so many exquisite travel destinations, there's bound to be competition among them. Developers tend to build hotels in an area where they feel the most profitable and will give them faster Return on Investment (ROI). Bigger companies who have several hotel brands under their wings usually invade places that has a frequent visitor rotation to capture with a wide range of target market to pursue. Take an example of Accor hotels. The company have so many hotel brands that include Mercure, Novotel, Sofitel, Pullman, Ibis and Ibis Style, and they are all each catering towards a specific target markets that they have to relate to in order for them to be interested in purchasing the product. Novotel is associated with a resort property with a lot of green landscape, whereas Mercure is for mid-budget businessman. Pullman is more centred, upscale

government officials and multi-national company's practitioner oriented. While sofitel usually is for those whose longing for a luxurious pampering and ibis is for low-budget traveller. And all of these brands are actually have their own representative established in some of the most frequently visited travel destination such as Bali and Singapore. In each destination, they had the pleasure of welcoming these hotel brands that has the same parent company because they wanted to reap and milk as much revenue as they can given the wide range visitors of these two destination.

The advancement and rapid growth of the hotel industry certainly does have a lasting impact on the customer as the one buying their products. It is now even more complicated for them to figured out what's the best hotel to choose. Some of the ways people chose to distinguish and weight in their choices is through looking at certification, or some kind of acknowledgement that will validate their judgement in regards to the hotel based off their observation on the travel search engine. Some of the certification they are looking for may come in award forms. An award is something given to a person, a group of people, like a sports team, or an organization in recognition of their excellence in a certain field (Oxford, 2017). An award may be accompanied by trophy, title, certificate, commemorative plaque, medal, badge, pin, or ribbon (Cambridge, 2017).

For a hotel industry, there are a bunch of awards given by institutions that are running the operation in hospitality field. For example is The International Hotel Awards (IHA). IHA determines the finest hotels and hospitality companies in the world. The International Hotel Awards were developed to

identify, highlight and reward excellence throughout the global hospitality industry throughout a wide range of areas. In addition to categories for several types of specialty hotels and categories by hotel size, there are also categories for best hotel architecture, construction, interior design, marketing and website (International Hotel Awards, 2012).

Therefore, the award that will be focused on in this thesis is an award given by the travel search engine composed domestically which is Traveloka Hotel Awards. Why the thesis chose Traveloka Hotel Awards as the variable is because wanted to investigate and observe an award that has a direct impact to the purchasing decision of the customer. Traveloka Hotel Awards is an award given to the travel search engine based off reviews by the user of the application (TravelokaPress, 2017). But in this thesis, we wanted to weight in on the actual impact that these awards have in influencing consumer purchase intention and eventually consumer purchase decision. Because as we all now, it is an honor to be given an award. But does that actually mean the reputation of the hotel is going to be aligned with the actual increase of the purchase decision since the final wish for all the recipient is for these awards to have some kind of a power and assurance for all the potential buyer of the hotel's product to have an increase intention to purchase the hotel's service and eventually purchase the room.

Initially, what draws the observation to diligently applies the research on to the Hotel Santika Premiere Hayam Wuruk Jakarta is because of its grand new opening. As a newcomer, the hotel still hasn't had its footing firmly on the ground. It is still looking for a way for people to have any interest in

staying. Although it is a hotel that has a very reliable parent company and the stars should have indicated the level of quality that the future occupants might be experiencing, it is still not enough to compel guests. Decisions to stay are still relatively sporadic. That is why when the hotel received an award from a very popular travel website a mere two years after opening, we wanted to examine if this is the type of assurance people needed to gather in order for them to finally have an interest and eventually purchase a room at the hotel.

Consumer purchase intention is the moderator variable in this thesis. This is where the consumer picks up curiosity and willingness to purchase over the object and because of the award attached to the object's name, we examined whether the award has that effect on customer. The intention to transact or purchase intention is defined as the intention of buyers to engage in the exchange relationship at shopping websites, such as sharing information, maintain business relationships, and create business transactions (Zwass, 1998). The intention might be influenced by so many things that makes the buyer acquainted with the product. In this thesis, the author wanted to know specifically if the award that has been bestowed upon the object (Hotel Santika Premiere Hayam Wuruk Jakarta) has that influence that increases awareness and reassurance to the potential buyer of the hotel since it is awarded by one of leading electronic travel applications in Indonesia. Consumer purchase intention refers to the "possibility of consumers' willingness of purchasing some specific products (Dodds, Monroe & Grewal, 1991).

When they finally peel the attraction from the award and now becoming aware and have sort of an intention to purchase the product, then it is time for the decision. For many purchases, the consumer will follow a generic model of decision-making by going through a process to make a decision. Typically, the buyer will recognize a need to make a purchase that initiates research on products and pricing. As an example, the decision to buy a washing machine might come after the old one breaks and needs a costly repair. The consumer will investigate the new washing machines on the market, evaluate features, benefits and pricing and ultimately make a decision to purchase. How the consumer feels about the product after the purchase is also an issue. If he is satisfied with its performance, he will be more likely to purchase that brand in the future (Penn, 2018).

This is exactly what the author is going to observe in this thesis. The need to acquire a hotel room is already established since the respondents are the ones staying. In later sections, the author will discuss even further about how influential the award is to assure the customer. There are also a middle variable that will be intact. Intention that arises after acknowledging the award as a signal of quality validated by a credible and trust-worthy travel application will also be examined. The bigger picture will be, this thesis as a whole will take a further look into whether or not the award has a direct impact on purchase decision and or does it has to peak an intention first before deciding to purchase.

With this particular topic, the hotel that the author decided to observe as a case study for the continuation of this thesis is Hotel Santika Premiere Hayam

Wuruk Jakarta. Why this hotel? Well, a number of reasons might be the defining factor. The main reason is because Santika is a large and well-known hotel brands that has property around Indonesian archipelago.

Santika Indonesia Hotels & Resorts, under the management of PT Grahawita Santika, was established in 1981. Started by buying rights and invested heavily in some hotels that might be in dire need of refurbishment or building a new property in areas deemed to have a potential to attract a loyal customer or an up and coming destination that seek to have a resurgence of visitors in the coming years at places all over the archipelago of Indonesia. As the responsibility of Santika Hotels property hikes up and began to scattered throughout Indonesia, PT Grahawita Santika offers business people or leisure enthusiast to find an alternative that is able to meet their travel needs in places they don't even know they needed comfort.

Santika Indonesia Hotels & Resorts provides a great service with typical Indonesian hospitality. It is one of the only few places where you can experience a personal encounter that is surrounded by local traditions and a natural touch in every accommodation and facilities in each hotel's locations. All the business activities will feel more complete with exclusive Wi-Fi connections in every room. Santika Indonesia Hotels & Resorts also provides a business center that provides space equipped with modern technological equipment and room to held even the most important meeting. Convenience is our priority to support you to achieve the best business targets. Verified by ISO 9001/2008 international standards, Santika Indonesia Hotels & Resorts provides the best in comfort, service and security (Santika Indonesia, 2018).

Santika Indonesia also has other brands in their repertoire that catered towards different target market. The 'premiere' hotel edition is a step further in luxury and personalized service compared to the original hotel edition. Premiere Santika Dyandra Hotel & Convention focuses more on the MICE aspect of the hotel industry (Meeting, Incentive, Convention, & Exhibition), meaning they will try to forward their upscale and technologically advanced business facilities for big companies to indulge in. Amaris is a branch aiming for the budget traveler whose only concern is to have a place for a good night's sleep, good connection to the internet, and a reliable serving of breakfast. And then the series of villas in the name of The Samaya, The Anvaya, and The Kayana is a property that propels honeymooners or tropical-island visitors to come in and experience the luxurious atmosphere that each villa's series creates.

As to why the author chose Hotel Santika Premiere Hayam Wuruk Jakarta specifically, is because the hotel fits the bill as a place where the outcome of this thesis is hoping to peel off. The hotel sells their room in the Traveloka website. It is a somewhat upscale hotel property in a line series of Santika Hotels property. Last year, they received a recognition from Traveloka Hotel Awards 2017 as one of the three hotels given the Best Hotel Overall in Premium award. As we all know from a few paragraphs back in regards to the type of hotels that has the largest market share, the premium category in the award line up has the range that captures the exact market share; meaning that the hotel falls into a beneficial territory which could translate into a bigger

exposure to the market who has the most number of people looking for an accomodation.

All things considered, the author hereby willing to conduct a research titled:

“The Influence of award (Traveloka Hotel Awards 2017) on consumer purchase intention and consumer purchase decision (Study on Hotel Santika Premiere Hayam Wuruk Jakarta)”

1.2 Reserach Problems

Based on the research background previously mentioned, the research problems are as follows:

1. Does the *award* directly influence *consumer purchase decision*?
2. Does the *award* influence *consumer purchase intention*?
3. Does the *consumer purchase intention* influence the *consumer purchase decision*?
4. Does the *award* indirectly influence *consumer purchase decision* through *consumer purchase intention*?

1.3 Research Objectives

The goals of this reseach are as follows:

1. To examine the direct impact of *award* to *consumer purchase decision*
2. To analyze the importance of receiving an *award* in boosting *consumer purchase intention*

3. To analyze the continuous effect of *consumer purchase intention* to *consumer purchase decision*
4. To analyze the indirect effect of *award* to *consumer purchase decision* through *consumer purchase intention*



1.4 Research Significance

The result of this research is expected to provide benefits to the following parties:

1. For academicians

This research is expected to enrich the understanding of science. It can add the insight and provide inputs and information for the academic community, especially in the field of Marketing Management.

2. For the company

For the company, the result of the study is expected to provide useful information for the marketing team of Hotel Santika Premiere Hayam Wuruk Jakarta on knowing the impact of award the hotel received and whether or not it helps the hotel achieving its ultimate goal

3. For the researcher

This research is expected to enrich the understanding of the science acquired in the classroom and put it into practice

CHAPTER II

THEORITICAL BACKGROUND & LITERATURE REVIEW

2.1 Theoritical background

In this chapter, the relevant theoritical basis is used to describe the variables that had been studied. According to John G. Wacker (1998:361), theory guidelines the research we're conducting in order for it to have a solid foundation. Theory-building is important because it provides a framework for analysis, facilitates the efficient development of the field, and is needed for the applicability to practical real world problems. Thus, in the following section the author will discuss about the definition and theory of all variables that will be the main feature in the thesis.

2.2 Definition of Marketing

Marketing is defined by the American Marketing Association as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. The term developed from the original meaning which referred literally to going to market with goods for sale. From a sales process engineering perspective, marketing is a set of processes that are interconnected and interdependent with other functions of a business aimed at achieving customer interest and satisfaction (Selden, 1997). The widely praised theorist for the practice of strategic marketing, Dr. Phillip Kotler (2005), defines marketing as the science and art of exploring, creating, and delivering value to satisfy the needs of

a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.

Marketing is traditionally the means by which an organization communicates to, connects with, and engages its target audience to convey the value of and ultimately sell its products and services. However, since the emergence of digital media, in particular social media and technology innovations, it has increasingly become more about companies building deeper, more meaningful and lasting relationships with the people that they want to buy their products and services. The ever-increasingly fragmented world of media complicates marketers' ability to connect and, at the same, time presents incredible opportunity to forge new territory (Julie Barile, 2011). This particular take on marketing is especially true today where the majority of people living now are acquainted to live and navigate life through a simple function in technology devices. The ever-evolved needs and wants from people matched with the increasingly advanced technology revolution captures the movement even faster and obvious it makes marketer now works incredibly hard on ensuring their brand and offerings are available and exposed to the world of digital media.

The most common practice to learn and apply the theory of marketing is usually through the knowledge of marketing mix. Marketing mix is a set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place. However, nowadays, the marketing mix increasingly includes several other

Ps like Packaging, Positioning, People and even Politics as vital mix elements. All the elements of the marketing mix influence each other. They make up the business plan for a company and handled right, can give it great success. But handled wrong and the business could take years to recover. The marketing mix needs a lot of understanding, market research and consultation with several people, from users to trade to manufacturing and several others (The Economics Times, 2018).

The most important P's in marketing mix are Price, Product, Place and Promotion. Price refers to the value that is put for a product. It depends on costs of production, segment targeted, ability of the market to pay, supply - demand and a host of other direct and indirect factors. There can be several types of pricing strategies, each tied in with an overall business plan. Pricing can also be used a demarcation, to differentiate and enhance the image of a product. Product refers to the item actually being sold. The product must deliver a minimum level of performance; otherwise even the best work on the other elements of the marketing mix won't do any good. Place refers to the point of sale. In every industry, catching the eye of the consumer and making it easy for her to buy it is the main aim of a good distribution or 'place' strategy. Retailers pay a premium for the right location. In fact, the mantra of a successful retail business is 'location, location, location'. Promotion refers to all the activities undertaken to make the product or service known to the user and trade. This can include advertising, word of mouth, press reports, incentives, commissions and awards to the trade. It can also include consumer schemes, direct marketing, contests and prizes.



2.3 Awards

The author had briefly discussed the meaning of awards in the dictionary of the two most sought after publisher-Cambridge and Oxford Dictionary-in the first chapter. But here the author will dive into the definition even further and from a perspective of an object that will be researched in the thesis. According to the UK government, awards can be given by any person or institution, although the prestige of an award usually depends on the status of the awarder. Usually, awards are given by an organization of some sort, or by the office of an official within an organization or government. For instance, a special presidential citation (as given by the President of the United States) is a public announcement giving an official place of honor. The example can be seen such as President Ronald Reagan gave a special presidential citation in 1984 to the Disney Channel for its excellent children's television programming.

People who have won certain prestigious awards, such as the Nobel Prize, a championship title in a sport, or an Academy Award (Oscar), can have the award become their identity, thereafter being known primarily for winning the award, rather than for any other achievement or occupation. To distinctly be categorized as an 'Award', rather than some other type of ceremonial or arbitrary recognition, there should be a clear process of nominations, award criteria, and appropriate judging process. Generally, recognition by a set of peers, acknowledging quality of work, rather than a 'popularity contest' is considered to be an authentic award.

2.3.1 Definition of awards in hotel industry

Derived from the previous section about awards, there are several types of award that an institution or a person gives to other entity in hopes to recognize and appreciate their work and contribution or achievement in the field in which the award is given. As for hotel industry, there are a lots of credible institution or an institution specifically constructed to give an award to hotels around the world- or domestically-as a way for them to give a recommendation to a future travellers as to where to stay if there are certain criteria they wanted to have in their future accommodation. Usually these awards are given through a meticulous scoring on aspect that really matters to the customer such as value for money, comfort, location, facilities, and hotel personnel encounter. The type of award that this thesis is discussed, for example, is an award given by a domestic travel application that helps future occupants to search and assess a list of hotels in their destination and the award is given by counting in total all the scoring in aspects that the application sought after.

One of the examples is Worldwide Hospitality Awards. For 17 years, Hospitality ON has undertaken to promote the initiatives of the hospitality industry all around the world through the Worldwide Hospitality Awards. This international competition founded by Georges Panayotis, President & CEO of Hospitality ON is an opportunity for hotels to highlight their teams' exemplary achievements in communication, marketing, innovation, human resources, social and environmental responsibility, & customer loyalty programs. Since the beginning of the event in 2000, the Worldwide Hospitality Awards have received close to 1500 applications. 200 awards were given during the past 10 years.

Candidates from all the continents enter every year the competition. The Worldwide Hospitality Awards thus are an excellent representation of the international hospitality industry diversity and help to reveal its innovative processes and concepts.

The other well-known body of awarder is The Gold List by Conde Nast Traveler. This is probably the Oscars for the Hotel industry. The Gold List is released each year by the Conde Nast Traveler. It features and awards most Unique hotels in the world, where visitors can enjoy unique experiences and adventures. The list, which features the editor's top picks of their favorite establishments spans six continents and features hotels from over 45 countries. The list not only categorizes the best hotels, but it also gives readers and audiences recommendations regarding which hotels and cruise lines to invest in that are worth the money.

Traveloka Hotel Awards 2017 is an award given to selected hotels with plenty of positive feedback from guests through Traveloka. Traveloka itself provides an assessment based on reviews given by guests throughout the year 2016. Traveloka Hotel Awards 2017 specifies four main categories which are then assessed based on reviews from guests. The four categories are:

- a) Food: Rating based on the variety and quality of the menu offered by the hotel.
- b) Service: Rating based on the quality of service of hotel staff.
- c) Cleanliness: Rating based on hotel room cleanliness.

- d) Overall: Rating based on guest satisfaction on overall hotel quality.

The hotels that go into the assessment in the event Traveloka Hotel Awards 2017 is divided into three types, namely:

- a) Value: The hotels are considered to have provided a quality stay experience at the best price.
- b) Premium: Hotels considered to provide the best stay experience with maximum comfort.
- c) Prestige: The hotels are considered to have given an exclusive stay and exceeded expectations (TravelokaBlog, 2016).

With that said, the award given to the Hotel Santika Premiere Hayam Wuruk Jakarta had been assessed and summed up by Traveloka based off the reviews and the scoring system the app has in placed on their service. The four indicator and the items that it entails are:

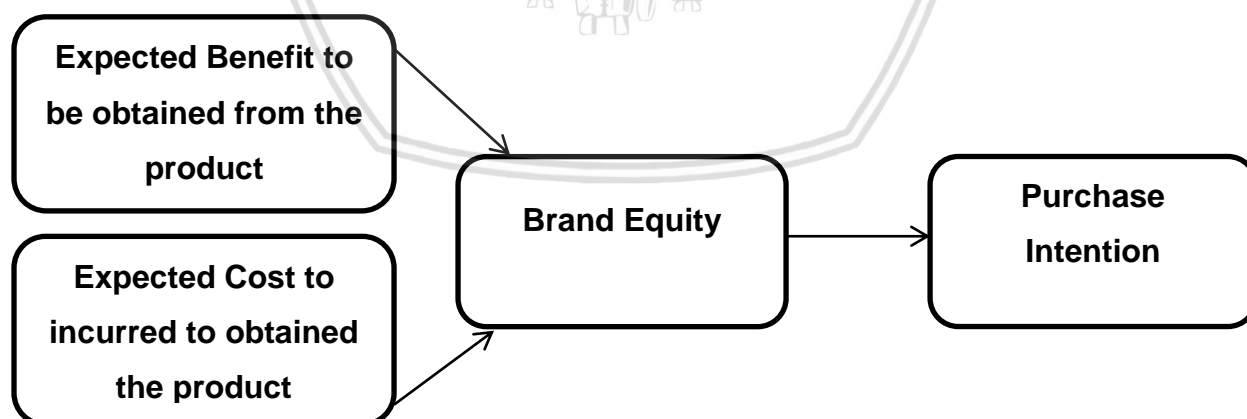
2.4 Consumer purchase intention

In today's competitive and changing business environment that the power of retailers and the customers' demand level is continuously growing, expanding long-term relationship with customers is vital and necessary for the success and survival of producers. Previous studies have shown that price is an important variable, but other variables such as product and service quality are important in the process of customers' purchase decision (Giovanis et al., 2013). Customers in this era are targeted by mass media and they change the consumers' way of thinking through emotions, needs, wants and demands. Market researchers and

organizations spent billions of dollars on consumer research to identify important factors that influence on consumer decisions. The analysis of consumer behavior is effective in detecting the orientation of consumers' behavior. (Thapa, 2011).

Therefore, marketing specialists require a clear strategy which is based on a complete understanding of reasons that encourage consumers to repurchase intention of a brand. in the crowded market that we witness the activity of several brands, the purchase reduction of these appliances due to conditions such as economic downturn and the decrease of people purchase power, as well as the efforts of these companies to make their own brands distinctive in the minds of consumers, professional marketers should realize that how change the variables affecting on brand loyalty in order to change to impact on the repurchase intention of brand (Brown et al. 2003).

Figure 2.1
Consumer Purchase Intention Model



Source: Brown et al, 2003.

There is a significant relationship between brand equity and the willingness to recommend brand purchase to others (Azizi & Ajini, 2012). Most of previous studies tested the influence of brand image on consumers' purchase

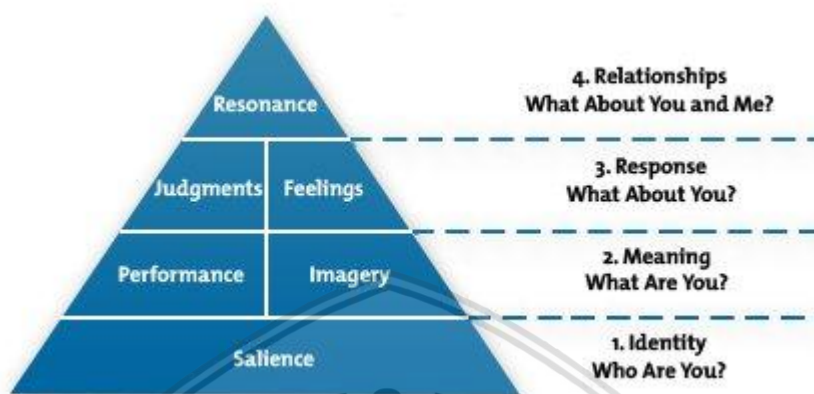
intention and showed a significant relationship between these variables. Divolf (2005) states that there is more likely that high brand awareness lead to high brand association in the minds of customers. Consequently, it is more likely that brand awareness leads to the increase of consumer decision to buy that brand (Tih & Lee, 2013). Results of Hernández and Küster (2012) also suggest that attitude toward brand has a significant impact on their purchase intention.

Understanding and predicting consumer behavior continues to be at the forefront of consumer research (MSI, 2014). The key to a better understanding of consumption may be found in the underlying motives that drive it. Like most behaviors, consumption is purposeful and goal driven (Bagozzi, 1993), performed as a means towards some end (Moskowitz & Grant, 2009). A goal is a cognitive representation of a desired end state. When a goal is activated, tension arises based on the discrepancy between the current and the desired state. To reduce this discrepancy, cognitive resources—attention, information processing and knowledge structures—become available and accessible, helping us identify feasible means (Janiszewski, 2008), determine their value (Kruglanski et al., 2012), and energize our actions. This process constructs and reconstructs the perceived value of alternatives based on whether they are conducive or detrimental to our goals (Förster, Liberman, & Friedman, 2007), independently of pre-existing preferences.

Based off this explanation, the indicators that will likely to drive people to have an intention in purchasing a product will mostly revolves around brand equity as it is what sets the product apart. According to Keller (2013), there are four steps that you need to follow to build strong brand equity. These includes;

Figure 2.2

Brand Equity Model



Source: Keller, Kevin L. 2013.

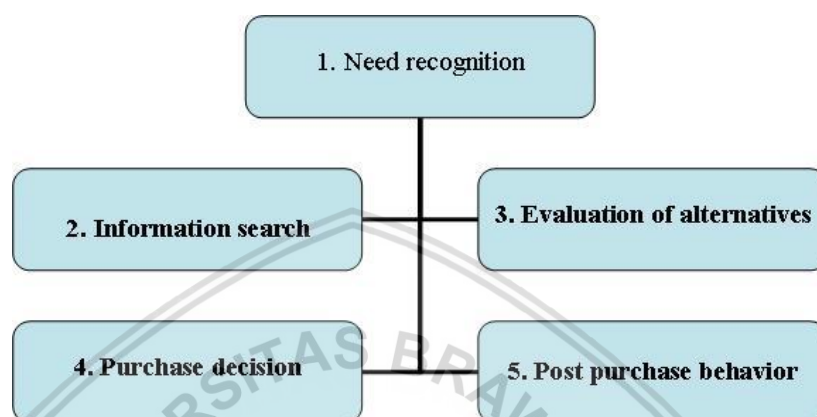
Here we conclude that in order to gain consumer purchase intention, a business needs to measure they brand equity since it will plays to their advantage and makes them stand out.

2.5 Definition of Consumer Purchase Decision

According to the first edition of Consumer Behaviour book by James Engel, David T. Kollat and Rodger Blackwell (1968), the buying decision process is the decision-making process used by consumers regarding market transactions before, during, and after the purchase of a goods or services. It can be seen as a particular form of a cost–benefit analysis in the presence of multiple alternatives. Common examples include shopping and deciding what to eat. Decision-making is a psychological construct. This means that although a decision can't be "seen", we can infer from observable behavior that a decision has been made. Therefore, we conclude that a psychological "decision-making" event has occurred. It is a

construction that imputes commitment to action. That is, based on observable actions, we assume that people have made a commitment to effect the action.

Figure 2.3
Consumer Purchase Decision Process



Source: SMHA. 2012.

The marketer is responsible for selling the goods in the market so he must have the knowledge how the consumers actually make their buying decisions. For this he must study the consumer buying decision process or model. It involves five stages (SMHA, 2012):

1.) Need recognition: consumer buying decision process starts with need recognition. The marketer must recognize the needs of the consumer as well as how these needs can be satisfied. For example if a person is hungry then food is desired or if it is a matter of thirst than water is desirable.

2.) Information search: in consumer buying decision process information search comes at second number. In this stage consumer searches the information about the product either from family, friends, neighborhood,

advertisements, whole seller, retailers, dealers, or by examining or using the product.

3.) Evaluation of alternatives: after getting the required knowledge about the product the consumer evaluate the various alternatives on the basis of it's want satisfying power, quality and it's features.

4.) Purchase decision: after evaluating the alternatives the buyer buys the suitable product. But there are also the chances to postpone the purchase decision due to some reasons. In that case the marketer must try to find out the reasons and try to remove them either by providing sufficient information to the consumers or by giving them guarantee regarding the product to the consumer.

5.) Post purchase behavior: after buying the product consumer will either be satisfied or dissatisfied. If the consumer is not satisfied in that case he will be disappointed otherwise If he is satisfied than he will be delighted. It is usually said that a satisfy consumer tell about the product to 3 people and a dissatisfy consumer tell about the product to 11 people. Therefore it is the duty of the marketer to satisfy the consumer.

The prevalence of the Internet and new media channels in recent years has expanded the reach of electronic word-of-mouth (eWOM) communication. The power of eWOM communication has been demonstrated to influence product sales and online shopper loyalty (Craig et al., 2015). Although eWOM communication can manifest in various forms, consumer reviews have become one of the major determinant factors influencing buyers' purchase decisions (Chevalier and Mayzlin, 2006; Engler et al., 2015). When reading online reviews,

consumers learn about product attributes, usage situation, and product performance from a user's perspective (Bickart and Schindler, 2001).

By improving their knowledge of the consumer buying decision process, businesses can improve their marketing strategy to effectively respond and be present with their customers at each stage of their buying behavior. And thus raise and create a need, strengthen their relationship with their customers and grow their reputation.

2.6 Previous Research

This research uses some of previous researches with similar topic as references to describe and explain the theoretical basis of the research. They can be used as the examples of how the variables of award, consumer purchase intention and consumer purchase decision. The relevant researches are:

1. Eva Martin-Fuentes (2016) research titled: Are guests of the same opinion as the hotel star-rate classification system? It talks about the relevancy of star rating system that has been in place to today's modern society. The variable discussed is the amount of stars received by the hotel, number of rooms, and prices per room has an effect on reviews and does it really represent the stars it gotten. The result is that it has correlation and it does lie on the same ground as the star-rate classification system.

2. Pei-Ju Lee, Ya-Han Hu, Kuan-Ting Lu (2018) research titled: Assessing the helpfulness of online hotel reviews: A classification based approach. This journal specifically divulge into whether or not reviews really help decide consumer on purchasing. The independent variables are review quality, review sentiment, and

reviewer characteristics. The dependent variable is usefulness of reviews. The result is it does has a usage on consumer to further decide whether or not they want to purchase the service.

3. Isak Barbopoulos, Lars-Olof Johansson (2017) research titled: The Consumer Motivation Scale: Development of a multi-dimensional and context-sensitive measure of consumption goals. The present research describes the development of the multi-dimensional and context-sensitive Consumer Motivation Scale (CMS). Based on an integrative perspective on consumer motivation, studies in economics, marketing, and psychology are reviewed. Three overarching “master goals” are identified: gain, hedonic, and normative. Those make up the foundation for the proposed scale.

4. Kevin Kam Fung So a, Haemoon Oh b, Somang Min (2018) research titled: Motivations and constraints of Airbnb consumers: Findings from a mixed-methods approach. The independent variable of this journal is motivation and constraints, with indicators include price value, authenticity, novelty, enjoyment, home benefits and social interactions. Whereas indicators for constraints include perceived risk, distrust and unfamiliarity. The result of this journal is that motivation trumps constraints especially in a point of price value and home benefit.

5. Fei L. Weisstein, Lei Song, Peter Andersen, Ying Zhud (2017) research titled: Examining impacts of negative reviews and purchase goals on consumer purchase decision. The independent variables are negative reviews and consumer perception, the mediating variable is perceived value, and consume purchase decision as the dependent one. The result that it only partially impacted the

consumer purchase decision if the perceived value is still relevant despite negative reviews.

Figure 2.4
Conceptual Model



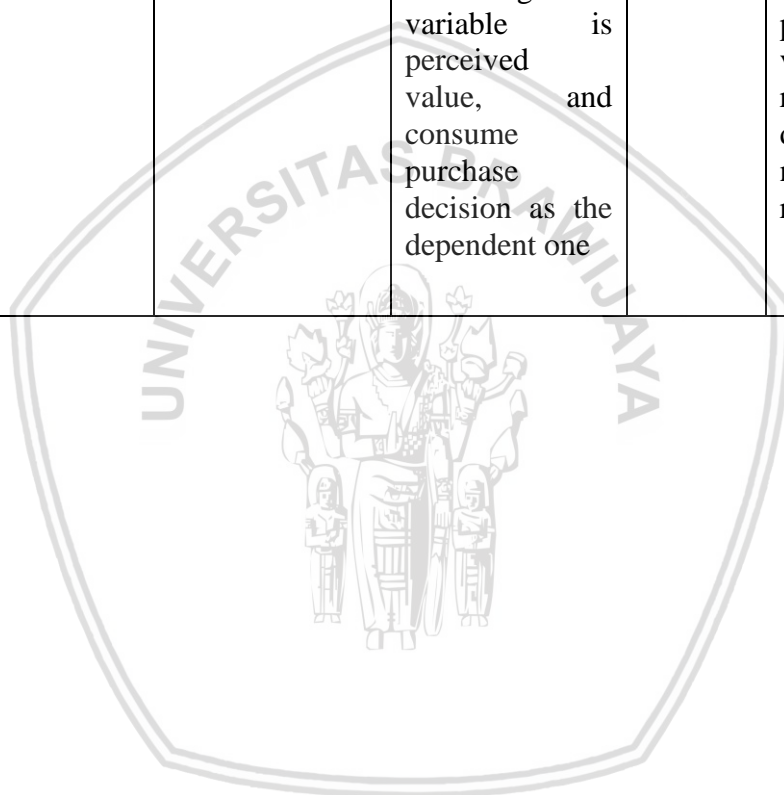
Source: Floyd, K., Freling, R., Alhoqail, S., Cho, H.Y., Freling, T., 2014.

Table 2.1
Previous Research Table

No	Name and Year of Research	Research Title	Variable	Analysis Method	Result
1	Eva Martin-Fuentes (2016)	Are guests of the same opinion as the hotel star-rate classification system?	The independent variables are stars, room number and price. The dependent ones are reviews and score	Multi regression analysis	The correlation between stars and price are dominant towards review and score, whereas room only partially correlated.

No	Name and Year of Research	Research Title	Variable	Analysis Method	Result
2	Pei-Ju Lee, Ya-Han Hu, Kuan-Ting Lu (2018)	Assessing the helpfulness of online hotel reviews: A classification based approach	The variables assessed are review quality, review sentiment, and review characteristics	Descriptive analysis based off classification approach	Sentiments are the one that people are most drawn into. Whereas quality and characteristics are fluctuated as ratings goes up and down
3	Isak Barbopoulos, Lars-Olof Johansson (2017)	The Consumer Motivation Scale: Development of a multi-dimensional and context-sensitive measure of consumption goals	The independent variables are gain, hedonic, and normative. The dependent variable is consumption goals	Linear regression analysis	Normative factored in as the most dominant out of the three variables. Hedonic being only partially affects the goal.
4	Kevin Kam Fung So a, Haemoon Oh b, Somang Min (2018)	Motivations and constraints of Airbnb consumers: Findings from a mixed-methods approach	The independent variables are motivation and constraints. The mediator is subjective norms. The dependent variable is behavioural intention	Path Analysis	Subjective norms are heavily influenced by motivation and constraints. Whereas direct influence does not factored in.

No	Name and Year of Research	Research Title	Variable	Analysis Method	Result
5	Fei L. Weisstein, Lei Song, Peter Andersen, Ying Zhud (2017)	Examining impacts of negative reviews and purchase goals on consumer purchase decision	The independent variables are negative reviews and consumer perception, the mediating variable is perceived value, and consume purchase decision as the dependent one	Path Analysis	The result that it only partially impacted the consumer purchase decision if the perceived value is still relevant despite negative reviews.

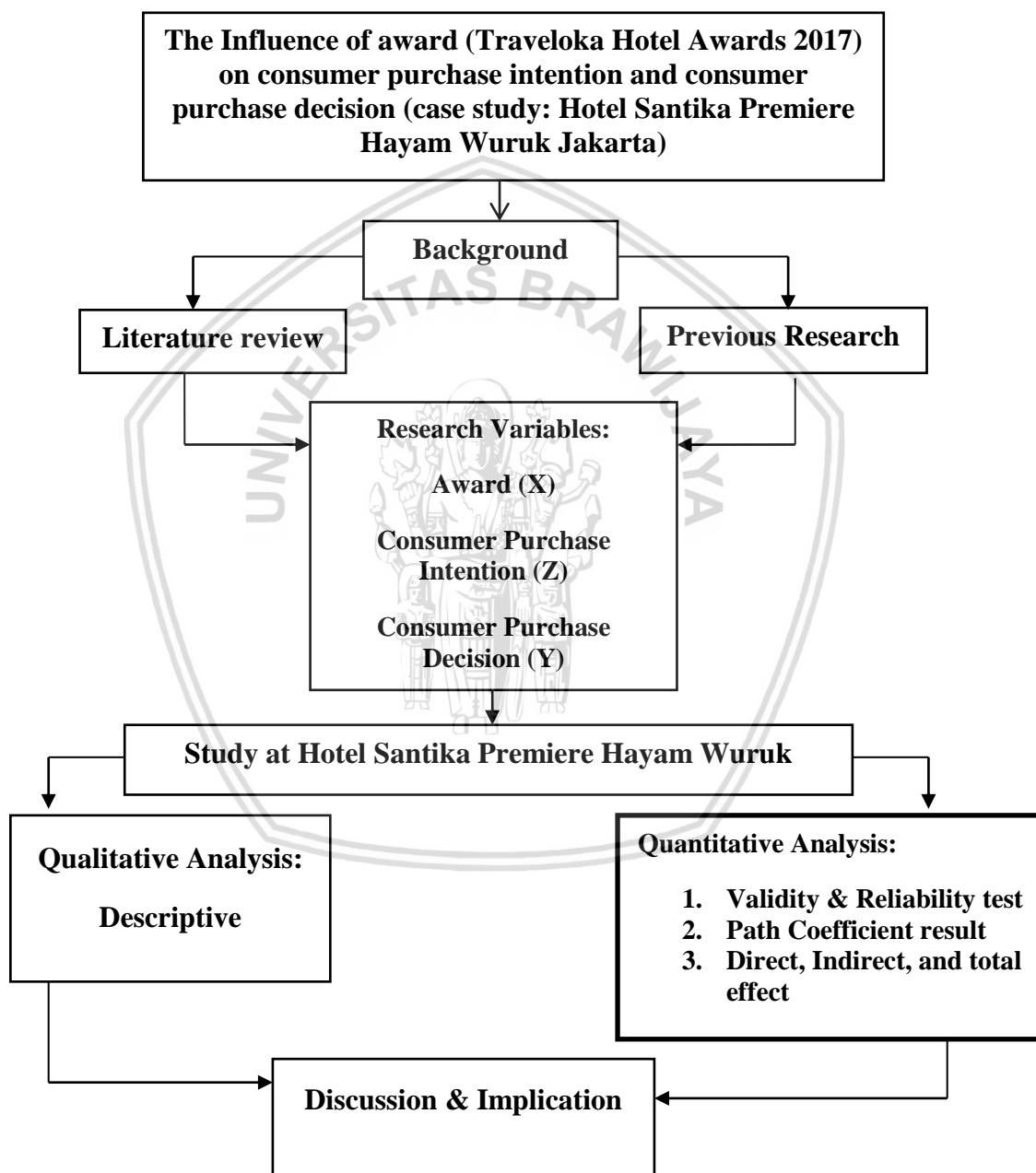


2.7 Research Framework

The research framework of this research is as follows:

Figure 2.5

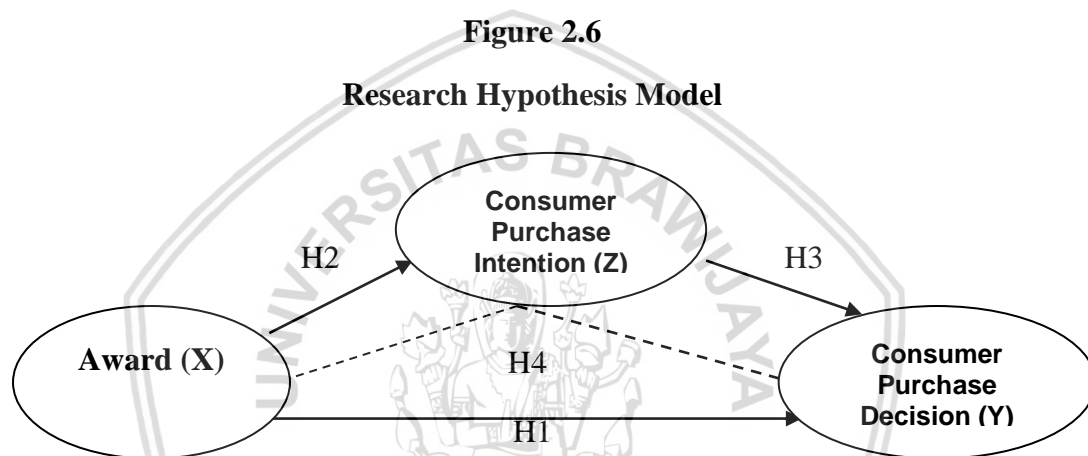
Research Framework



Based on the framework above, we can conclude that award will be the sole independent variable in this thesis. The whole hypothesis will be rooted from

the fact that the author case study had been given an official award by an authorized institution. The dependent variables of this thesis are two distinctive aspect of consumer behavior: Consumer Purchase Intention & Consumer Purchase Decision. This two variables will react because of the prior variable's actions seen on the framework above.

2.8 Research Hypothesis



A hypothesis is a proposed explanation for a phenomenon. For a hypothesis to be a scientific hypothesis, the scientific method requires that one can test it. Scientists generally base scientific hypotheses on previous observations that cannot satisfactorily be explained with the available scientific theories. Even though the words "hypothesis" and "theory" are often used synonymously, a scientific hypothesis is not the same as a scientific theory. A working hypothesis is a provisionally accepted hypothesis proposed for further research (Ray Hillborn & Marc Mangel, 1997). Based on the framework above, there are a few hypotheses that the author will challenged in this thesis:

H1: The award directly influence consumer purchase decision

This means that the award doesn't need to ignite willingness to try-its just does. When an award actually is really meaningful and widely acknowledge, for example like michellin star system for fine dining restaurants and bars across the globe, the customer will turn a blind eye and just go for it. It doesn't need to touch something in you to think about it. Its just you see the validation from the award, you know its going to be good, and you react to it immediately after.

H2: The award influence consumer purchase intention

Intention is the first dependent variable that the award is influencing. As the intention of the award is to recognized and salute hotels, the achievement should have triggered potential customer to think that the hotel probably is in the best possible situation and they could probably earn worth of the money they are about to spend on. The award should somehow ensure the future occupants that the hotel will not be a let down since its been awarded with an award that is basically formed from the accumulation of ratings and reviews given by previous visitors.

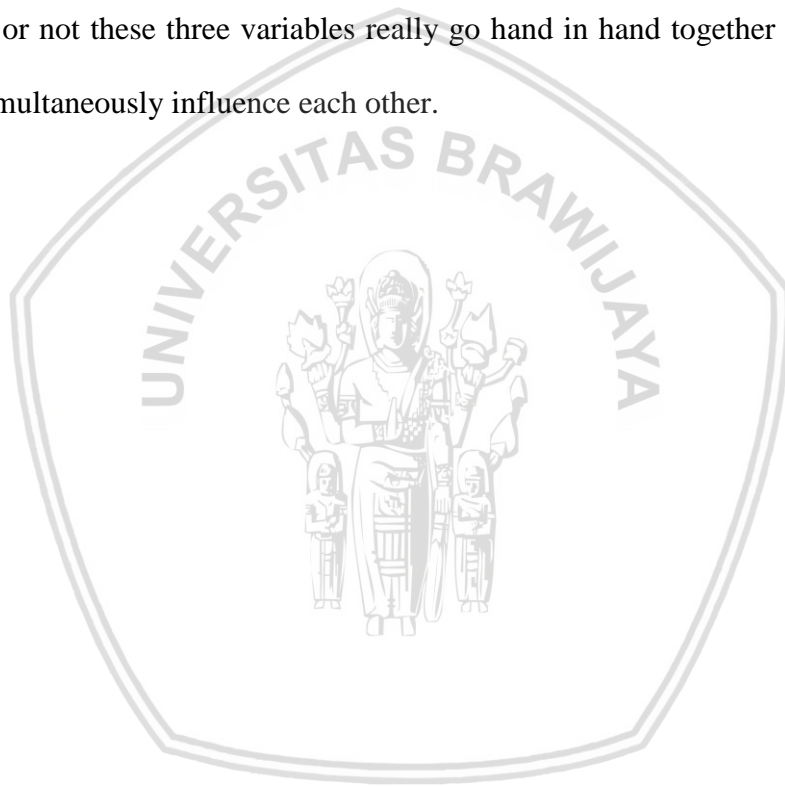
H3: The consumer purchase intention influence the consumer purchase decision

The thing about being persuaded is to be resulted in you eventually deciding on what's being pitched on you. This especially true when the intention to purchase an offering have already impacted from the acknowledgement that the establishment had received an award. The only real benefit from the situation is

for people to actually rent a room and stay for the duration that they suppose to at the hotel, buying every offering that the hotel is pitching and being convinced because of the award persuade them to rent the room.

H4: The award indirectly influence consumer purchase decision through consumer purchase intention

This is the bigger picture of the whole thing. The thesis will examined whether or not these three variables really go hand in hand together and are they really simultaneously influence each other.



CHAPTER III

RESEARCH METHOD

3.1 Types of Research

This research use a quantitative method. In natural sciences and social sciences, quantitative research is the systematic empirical investigation of observable phenomena via statistical, mathematical or computational techniques. The objective of quantitative research is to develop and employ mathematical models, theories and hypotheses pertaining to phenomena. The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of quantitative relationships. Quantitative data is any data that is in numerical form such as statistics, percentages, etc (Lisa M, 2008). The researcher analyses the data with the help of statistics and hopes the numbers will yield an unbiased result that can be generalized to some larger population. Qualitative research, on the other hand, inquires deeply into specific experiences, with the intention of describing and exploring meaning through text, narrative, or visual-based data, by developing themes exclusive to that set of participants (Glesne Corrine, 2011).

3.2 Research Location

The Research location of this thesis will strictly be in place within Hotel Santika Premiere Hayam Wuruk Jakarta.

3.3 Research Timeline

The Author conduct a research for seven (7) days in 2018, as it co-incides with the anniversary of the award being bestowed upon the hotel and also the year where the hotel first got awarded; which was in 2017.

3.4 Research Population

The population of this research is any occupants of The Hotel Santika Premiere Hayam Wuruk Jakarta that stays within the period of the year 2018. And since the observation takes place for a week, any occupants during that period of research eligible to be the sample. Any of the respondents must be within the age of 17 above, and stayed at the hotel for a minimum of one night during the period advertised.

3.5 Sample and Sampling Technique

According to Merriam-Webster, sample is the act, process, or technique of selecting a suitable sample; specifically : the act, process, or technique of selecting a representative part of a population for the purpose of determining parameters or characteristics of the whole population.

It is not possible for the author to research everything and everyone involved so a very careful planning of sampling is necessary to get the best result out. In this study, there are 100 people that the author will sample out from. The number originated from the amount of indicators composed in order for the research to have a valid result. The indicators derived from the three very specific variables that this observation is based off: Award, Consumer Purchase Intention,

and Consumer Purchase Decision. All of the respondents have stayed at the Hotel Santika Premiere Hayam Wuruk Jakarta for at least a night, male and female, seventeen (17) and above-because they need to have an ID card-which is the necessity bureaucracy in hotel and meaning that they can stand on their decision while making a purchase and can check-in without supervision, and are not in any way endorsing or a part of the company.

The sampling technique of this research is non probability sampling, specifically the purposeful sampling. This is because the author believes everyone in the population should have a chance and their opinions will be just as equally important in determining the result.

3.6 Data Collection Method

This study uses a survey-based methodology for collecting data. By using a survey, researcher can assemble a large amount of data at one time. To gather the primary data from the respondents, a questionnaire is distributed. The questionnaire is filled with the list of questions in order to obtain the information needed for the research that can be provided by the respondents. The series of questions written on the questionnaire will provide a better understanding about the variables in which the thesis is surrounded by.

3.7 Research Variable and Variable Operational Definition

This research has three dependent variables that were influenced by the one independent variable. These variables are related to the effort of defining a concept to make it measurable. The dependent variables are consumer purchase

intention and consumer purchase decision at the Hotel Santika Premiere Hayam Wuruk Jakarta while the independent variable is the award given by the Traveloka Hotel Awards in 2017.

3.7.1 Variable Operational Definition

The three variables used in this research will be explained as follows:

1. Award (X) → as the sole independent variable, award is the object that the author will focused on in order for the thesis to prove whether the hypothesis is correct or false. As the award that is going to be researched here is an award given by the ever trending travel application that has been a reliable partner for so many traveller within Indonesia-which is Traveloka-we wanted to know it really has influence the decision making process and the eventual purchase. The award is weighted in on four different indicators, and each indicators contained an item that will be counted to determined whether the hotel is eligible to be awarded or not. The indicators used are (TravelokaBlog, 2016):

- a. *Food*; talking about the offering of menus that the hotel offers since it is deemed the most significant added facilities of a hotel, especially if they are about to be awarded with an award.
- b. *Service*; this goes to the performance of the hotel employees in accomodating and serving the customer. As they are the people who had the first contact to the customers and they are the one crucial for leaving an impression of whether or not a hotel does a good job in treating their occupants

c. *Cleanliness*; hygiene is a very important part of any business. Customer needs to be assured that they are going to not get infected or feeling uncomfortable by how dirty or inconvenience the service that they had purchased.

d. *Overall*; it is the accumulation of all aspect that builds a recognition that will catapulted a hotel to receive an award.

With the items explaining the indicator further will explained below.

2. Consumer purchase Intention (Z) → the first dependent variable, here we will be researching whether or not the award that the respondent knew about the hotel has anything to do with them deciding to probably purchase a room in Hotel Santika Premiere Hayam Wuruk Jakarta. The intention that they have about purchasing a room in this hotel can be influenced by these three indicators (Keller, 2001):

a. *Brand Loyalty*: the way the hotel as a business interact with a customer really can change the whole experience. When a customer feels like the hotel engages and going to the extra mile to make them feel comfortable, it is easier for them to be a repeated guess or be a freelance brand mabassador by spreading out their great experience staying at the hotel.

b. *Brand Association*: the associated adjectives that a hotel can get to describe the experience of staying there. If the hotel really pursue the theme of 'minimalistic experience' for exampe, then the term 'simple, unfussy, and comfortable' might come up as a representation of the hotel's staying experience.

c. *Brand awareness*; it is when you recognize the name of a brand and understands what you're getting instantly after you hear them.

With the items explaining the indicator further will explained below

3. Consumer Purchase Decision (Y) → Here we specifically asked if they follow through with the intention received from acknowledging the award or they even just packed out booking the hotel out of acknowledging that the hotel had received an award because it convinced them nonetheless. The three indicators that determined this variable are (SMHA, 2012):

- a. *Recognition*; is an instant identity that distinguish the hotel from the rest.
- b. *Information search*; a further observation that will be an added consideration to decide whether or not you are going to stay at the hotel or not.
- c. *Alternative assessment*; it is whether or not you have weighting in on other choices before you purchase.

With the items explaining the indicator further will explained below

Table 3.1
Variable Indicators

Variable	Indicator	Item
Award (X1)	a. Food	1. The list of menus offered by the hotel's restaurant 2. The taste and presentation of the food and beverage 3. The price of the food and beverage
	b. Service	4. The employees of the hotel greets and welcome you 5. The employees of the hotel listen and respond to it immediately 6. The employees of the hotel catered towards your needs and wants
	c. Cleanliness	7. The communal area of the hotel smell good and fresh 8. The room of the hotel are beautifully presented 9. There are no broken facilities inside the room or in the communal area
	d. Overall	10. The hotel look exactly the way they advertised it 11. The hotel overall performance on your stay is satisfying. 12. The hotel is worth your money.
Consumer Purchase	a. Brand Loyalty	1. The hotel remember if you had a former visit to the establishment before 2. The hotel offers a membership commitment

Variable	Indicator	Item
Intention (Z1)	<p>b. Brand Association</p> <p>c. Brand awareness</p>	<p>3. The hotel offers an interesting deal</p> <p>4. The hotel's reputation</p> <p>5. The hotel's name and brand as a whole makes you want to look further into it</p> <p>6. The associate description of the hotel from your references</p> <p>7. You know the hotel brand</p> <p>8. You understand the expectation you had</p> <p>9. You know the disntinct characteristic that sets the hotel apart</p>
Consumer Purchase Decision (Y1)	<p>a. Recognition</p> <p>b. Information search</p> <p>c. Alternative assessment</p>	<p>1. You are aware that you need a room to stay in</p> <p>2. You acknowledge that the hotel's room might satisfy your need</p> <p>3. You understand that the hotel's service could be the one that you desire</p> <p>4. You have obtained information related to your preference</p> <p>5. You acquire information about other services that the hotel able to provide</p> <p>6. You have taken recommendations or suggestions from other</p> <p>7. You have looked other hotels in the area</p> <p>8. You have considered other hotels because of the reviews or other aspect</p> <p>9. You have decided to forego the purchase of room at Santika</p>

3.8 Research Test Instruments

3.8.1 Validity Test

Test validity concerns with the degree to which a given test or any of its component parts should measure what it is to measure, not anything else (Weir, 1993). According to Hair et al. (2009), validity is a degree to which a measurement accurately represents what is supposed to measure. Ensuring validity starts with a thorough understanding of what is to be measured then making the measurement as correct and as accurate as possible. However, accuracy does not ensure validity.

To find validity, the Pearson product-moment correlation formula is often used. A questionnaire is said to be valid if each questions of the questionnaire is able to represent what is measured. Cooper and Shindler (2011) mentions the criteria used in decision making in the validity test, which are:

- a. If the value of $r > r_{\text{table}}$, then the item is valid.
- b. If the value of $r < r_{\text{table}}$, then the item is invalid.

The correlation coefficient is valid then the coefficient of item and total item has a significance level below or equal to 0.05 (5%).

3.8.2 Reliability Test

Reliability is the degree to which the observed variable measures the “true” value and is “error free”; this, it is the opposite of measurement error (Hair et al., 2009). If the same measure is asked repeatedly, more reliable measures will

show greater consistency than less reliable measures. The variables being used must constantly be assessed and if valid alternative measures are available then the variable with higher reliability should be chosen. Reliability is calculated by using Cronbach Alpha coefficients formula as follows:

$$r_1 = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum \sigma_b^2}{\sigma_t^2} \right)$$

Where r is the reliability of the instrument, k is the number of questions, σ_b^2 is the number of variant item, and σ_t^2 is the total variant

Instruments can be considered reliable if the validity of the calculation is bigger than the critical value at 0.05 significance level ($\alpha = 5\%$). Using Cronbach Alpha test, a variable is considered reliable if the value of Cronbach Alpha is bigger than 0.60.

3.9 Data Analysis Method

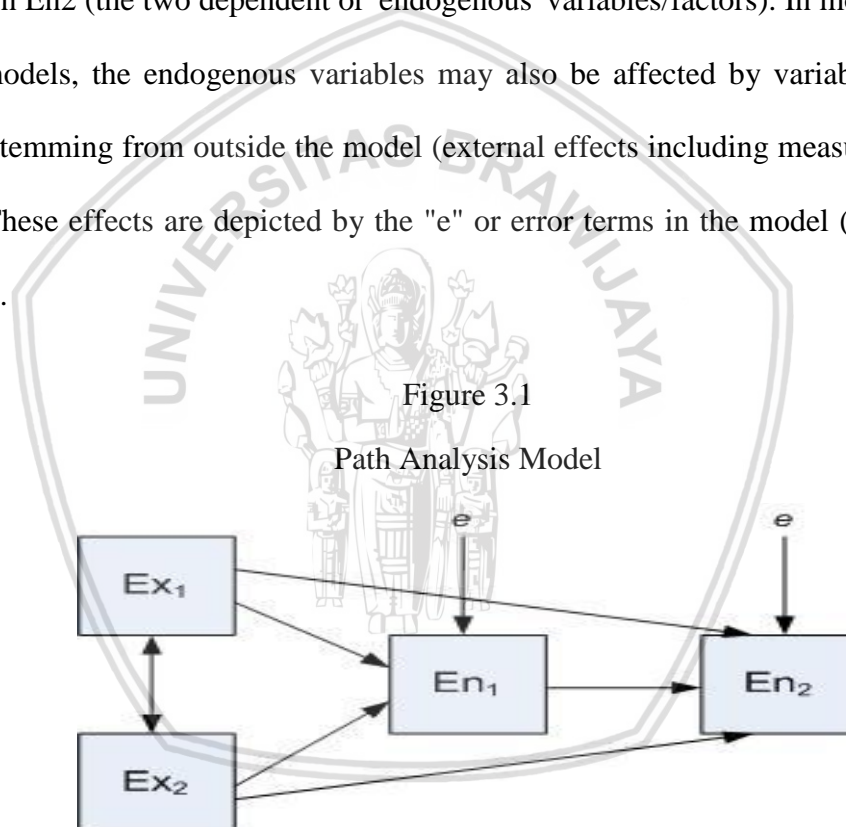
Data analysis involves the identification and measurement of variation in a set of variables, either among themselves or between a dependent variable and one or more independent variables (Hair et al., 2009).

3.9.1 Path Analysis

In statistics, path analysis is used to describe the directed dependencies among a set of variables. This includes models equivalent to any form of multiple regression analysis, factor analysis, canonical correlation analysis, discriminant analysis, as well as more general families of models in the multivariate analysis of variance and covariance analyses (MANOVA, ANOVA, ANCOVA). Typically,

path models comprise an inner and an outer model. Variables substantiating the outer model are called 'exogenous', variables constituting the inner model are referred to as 'endogenous'. Commonly, exogenous variables are those forming factors (factor analysis) or predictors in a regression (multiple regression).

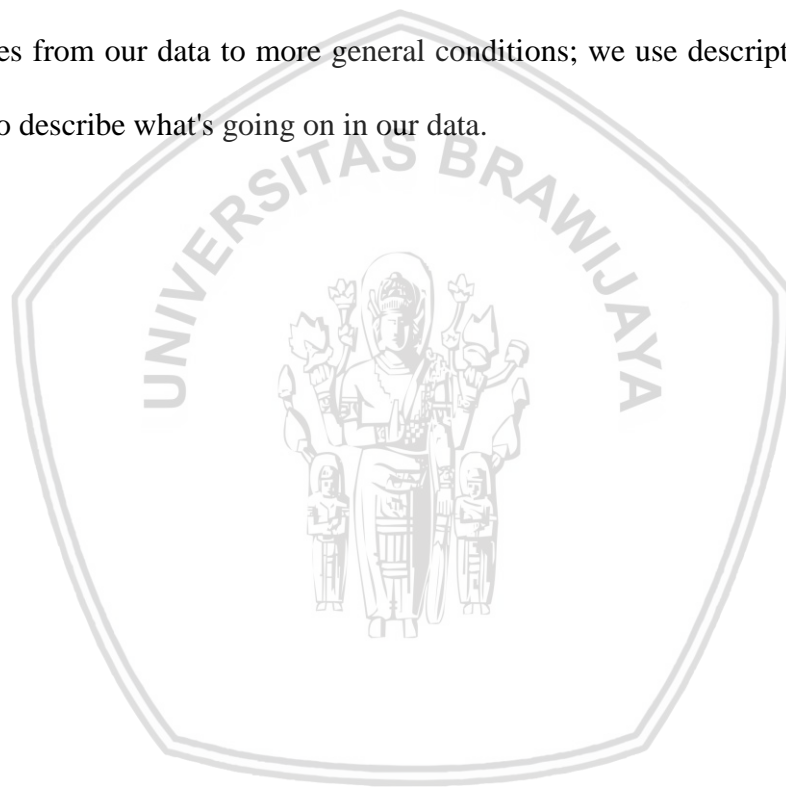
In the model below, the two exogenous variables (Ex1 and Ex2) are modeled as being correlated and as having both direct and indirect (through En1) effects on En2 (the two dependent or 'endogenous' variables/factors). In most real-world models, the endogenous variables may also be affected by variables and factors stemming from outside the model (external effects including measurement error). These effects are depicted by the "e" or error terms in the model (Wright, S. 1921).



3.9.2 Descriptive Analysis

Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. Together with simple graphics analysis, they form the basis of virtually every quantitative analysis of data. Descriptive statistics are typically distinguished from

inferential statistics. With descriptive statistics you are simply describing what is or what the data shows. With inferential statistics, you are trying to reach conclusions that extend beyond the immediate data alone. For instance, we use inferential statistics to try to infer from the sample data what the population might think. Or, we use inferential statistics to make judgments of the probability that an observed difference between groups is a dependable one or one that might have happened by chance in this study. Thus, we use inferential statistics to make inferences from our data to more general conditions; we use descriptive statistics simply to describe what's going on in our data.



CHAPTER IV

FINDING AND DISCUSSION

4.1 The Description of Research Object

The object of this research is Hotel Santika Premiere Hayam Wuruk which located in Jakarta. It is a four star hotels under the management of Santika Indonesia Hotels & Resorts, owned by PT Grahawita Santika.

4.1.1 Company's General Description

The history of Santika Indonesia Hotels & Resorts can be traced back when Kompas-Gramedia Group, the largest media company in Indonesia, diversified its business portfolio holding in 1981 embarking into the Hospitality sector.

PT Grahawita Santika was established as the owning and management company of Santika Indonesia Hotels and Resorts. Their first opening was Hotel Santika Bandung, and after a successful entry into the market development continued to other strategically placed cities around the Indonesia Archipelago, namely, Jakarta, Bandung, Semarang, Cirebon, Surabaya, Jogjakarta, Pontianak, Kuta and Seminyak Bali, Manado, Makassar and others. Year of 2006 has seen PT Grahawita Santika reorganize and reposition itself in the Indonesian Hospitality sector, which now represents a presence in the differing market segments.

PT Grahawita Santika have developed their brand of unique boutique Villa properties known as The Royal Collection under the property names of The

Samaya and The Kayana. The inventory of five star properties will be listed as The ANVAYA, whilst four star properties will be listed as Hotel Santika Premiere and the three star business hotels will remain as Hotel Santika. The other addition to portfolio is the Amaris brand, which will complete the sustainable growth underpinning Santika's competitive edge which has now repositioned to cater to a wider client base, from two star budget hotels to luxurious villa properties.

4.1.2 Company's Vision and Mission

Santika Indonesia Hotels & Resorts, under the management of PT Grahawita Santika, was established in 1981. It was begun with; the company bought, build, and renovate hotels into chains of Santika Hotels. As owner and or operator of Santika Hotels, PT Grahawita Santika offers international business and leisure travelers seeking alternatives that meet their needs and budgets. Santika Indonesia Hotels & Resorts provides uniquely Indonesian hospitality in each city. Experience local tradition and personal touch in every detail of rooms, pools, and lounges. Pamper yourself in complete indulgence while focusing on your business with our exclusive Wi-Fi internet connection in your room.

The Business Center in Santika Hotels also provides a distinctively high-tech board room that has a personal living room. With a lounge-like vibe, be fully comfortable with our latest technology while achieving your greater goals. With ISO 9001/2008 standard, Santika Indonesia Hotels & Resorts gives you all the best in convenience, comforts, service, and security. The company mission divided into several key aspects that will propelled the company's forward into

achieving and maintain its ultimate vision. Their ultimate vision, stated on their official website, goes like:

“The company’s vision to be the most preferred and the biggest chain hotels and resorts in Indonesia and to be located across the South-East Asia, keep the company moving progressively with its brand values Indonesian Home and service motto Hospitality from the Heart.”

Whereas the missions are separated into three different main points: The Philosophy, The Brand, and The People.

- 1 The Philosophy.** Which are engrained in each Santika properties. The vein to all the operational factor of the hotel, the spirit that they held on everyday to show their consumer what their workers are all about. A touch of Indonesian Hospitality with brilliance of highest standards in hotel services. As a trendsetter in a highly competitive hotel industry, Santika Indonesia Hotels & Resorts provides top-class facilities and services combined with easy access to airports, commercial centers, and cultural areas of interests, government offices, and recreational retreats. All this luxury can be found not only in Jakarta or Bali, but lesser-known yet equally important destination all over Indonesia.

With our vision to become the preferred choice for Indonesia’s middle and upper market segments, we constantly seek to create more value for all our stakeholders by combining quality with professionalism and service by heart. We offer a value-for-money accommodation and uncompromising hospitality in well appointed facilities. By offering tradition themes in

design and traditional standards of hospitality, we aim to bring the touch of Indonesia to all our Santika Hotels & Resorts and The Royal Collection.

2. The Brand. We value our tradition and natural touch and serve you with the best of Indonesian home. The brand values of Santika Hotels are 'Indonesian Home', a home that portrays the true Indonesian hospitality. With our distinctive facilities and services, we pamper our guests with unique local tradition, natural touch environment, perfect family values and freshness in every aspect of the hotel. Experience the traditional details, uncanny taste of our mouthwatering gourmet, resort feeling at the pool side in Bali, and our exclusive meeting rooms with state of the art technology. Expect nothing but the best in both worlds, here at Santika Hotels & Resorts and The Royal Collection.

3. The People. Feel the intimate and sincere smile of the staff and enjoy your wonderful days with our wonderful people. A comfortable hotel is only possible when a thorough-minded team of professional individuals works in harmony for the benefit of consumers. We believe that every member of our staff holds the key to ultimate consumer satisfaction. Our people have adopted this philosophy, and they believe in it. Every Santika Employee is considered an integral part of the group's success. With a friendly smile, polite, helpful and an open heartedly, our employees are more than ready to help you with everything you need. From the moment

you check-in, and the day you check-out, feel the unique hospitality from us.

4.1.3 Company's Activities

As expected, Santika properties activities are the usual activity found in the hospitality service. It is as much of a service business as it is goods. They have all the basic operational activity that all hotel businesses have such as room renting and housekeeping. But their company's vision sets such high target that their properties are not only catering to the most basic stuff of why people going to hotel. Even their low-tier property will always trying to excel on basically responding to an extra request. They are a very high-achieving business that doesn't feel to forced for the consumers, that is why the brand is so beloved by their loyal patrons.

4.2 Respondents Characteristics

4.2.1 Respondents Characteristics Based on Age

This study aims to understand several variables which are awards, consumer purchase intention and consumer purchase decision on Hotel Santika Premiere Hayam Wuruk Jakarta. A set of questions in a form of questionnaire was used to collect data from the respondent that are determined by purposive sampling. The data were collected from May 17 to June 5, 2018. A total of 100 questionnaires were distributed to consumers that are staying during the research period at Hotel Santika Hayam Wuruk Jakarta who fulfilled the criteria. The questionnaires that can be used are the ones being answered completely by the

respondents. From 100 questionnaires, the whole 100 fulfilled the criteria. Thus, there are 100 questionnaires that can be processed. The detailed characteristics of the respondents are described as follows.

The age of respondents is classified in Table 4.1 below. The age of respondents is divided into 4 groups which are 18 – 22, 23 – 35, 36 – 50, and above 50 based on the consumers of Hotel Santika Premiere Hayam Wuruk Jakarta. Based on the data processed, it is found that the majority of respondents are those on the age of 35 – 50 years old with a total number of 42 respondents (42%). Then it is followed with the age group of above 50 with a total number of 40 respondents (40%), the age group of 23 – 35 with a total number of 16 respondents (16%), and last is the age group of 18 – 22 with only a total of 2 respondents (2%).

Table 4.1
Age of Respondents (n = 100)

No.	Age	Frequency	Percentage
1.	18 – 22	2	2%
2.	23 – 35	16	16%
3.	36 – 50	42	42%
4.	> 50	40	40%
	Total	100	100%

Source: Primary Data Processed, 2018

As shown in table 4.1 above, the age of most respondents of this research is 36 – 50. This is probably due to the fact that Hotel Santika Premiere Hayam Wuruk targeted those who are coming to the establishment with family, since

most of the respondents within the age range coming to the hotel with a family on a holiday or a business purpose mixed with pleasure, so they brought along their family.

4.2.2 Respondents Characteristics Based on Gender

The gender of the respondents is shown in table 4.2 below. There is a slightly significant amount of gender disparity in the result. When the researcher was researching at the Hotel Santika Premiere Hayam Wuruk Jakarta, most of the guests are middle age businessmen. If they are not a business man, the male person in the group is likely to be the one accountable for the reservation so they are the one filling up the questionnaire.

Table 4.2
Gender of Respondents (n = 100)

No.	Gender	Frequency	Percentage
1.	Male	74	74%
2.	Female	26	26%
	Total	100	100%

Source: Primary Data Processed, 2018

From the data above we can see that there are far more male respondents than female respondents, showing that in this case, men to take charge of the hotel reservation and they are the ones that are likely to decide which hotel to stay in.

4.2.3 Respondents Characteristics Based on Occupation

The classification of the current occupation of the respondents are listed in table 4.3 below. As most of our respondents are on the age of 35 – 50 and it is categorically falls in the productive age category, they usually are the middle

management practitioner at a multinational or national private company. There are also a considerable amount of government institutions employee, with entrepreneurs and others trailing behind them.

Table 4.3
Occupation of Respondents (n = 100)

No.	Occupation	Frequency	Percentage
1.	Entrepreneur	5	5%
2.	Government Institution Employee	35	35%
3.	Private Institution Employee	56	56%
4.	Others	4	4%
	Total	100	100%

Source: Primary Data Processed, 2018

4.3 Validity and Reliability Testing

4.3.1 Validity Test

Testing of validity is needed in a study, especially those using questionnaires in obtaining data. Testing validity is intended to determine the validity between concepts and empirical reality. Validity test is a measure that shows the validity and validity levels of an instrument. An instrument is said to be valid if it is able to measure what it wants to be measured or can reveal data from the variables studied appropriately. The high validity of the instrument indicates

the extent to which the data collected does not deviate from the description of the variable in question.

Validity testing can be done by correlating each factor or variable with the total factor or variable by using correlation (r) product moment. The test criteria for accepting or rejecting the hypothesis of a valid statement or not can be done by:

$H_0: r = 0$, there is no valid data on the level of trust (α) 5%.

$H_1: r \neq 0$, there is valid data on the level of trust (α) 5%.

The null hypothesis (H_0) is accepted when $r_{\text{arithmetic}} < r_{\text{table}}$, vice versa alternative hypothesis (H_1) is accepted when $r_{\text{count}} > r_{\text{table}}$.

Validity testing conducted by SPSS program using product moment correlation produce value of each item statement with score of item of question as a whole and for more details presented in Table 4.4 as follows:

Table 4.4
Validity Test Results

Item	Sig.	Explanation
X1	0.000	Valid
X2	0.000	Valid
X3	0.000	Valid
X4	0.000	Valid
X5	0.000	Valid
X6	0.000	Valid
X7	0.000	Valid
X8	0.000	Valid
X9	0.000	Valid
X10	0.000	Valid
X11	0.000	Valid
X12	0.001	Valid

Item	Sig.	Explanation
Z1	0.000	Valid
Z2	0.000	Valid
Z3	0.000	Valid
Z4	0.000	Valid
Z5	0.000	Valid
Z6	0.000	Valid
Z7	0.000	Valid
Z8	0.000	Valid
Z9	0.000	Valid
Y1	0.000	Valid
Y2	0.000	Valid
Y3	0.000	Valid
Y4	0.000	Valid
Y5	0.000	Valid
Y6	0.000	Valid
Y7	0.000	Valid
Y8	0.000	Valid
Y9	0.000	Valid

Source : Appendix 1

From Table 4.4 above can be seen that the value of sig. r question item is smaller than 0.05 ($\alpha = 0.05$) which means that each variable item is valid, so it can be concluded that the items can be used to measure the research variables.

4.3.2 Reliability Test

Reliability test shows the level of stability, sharpness and accuracy of a measuring instrument or test used to determine the extent to which the measurement is relatively consistent when re-measured. This test is used to determine the extent to which a person's answers are consistent or stable over time. Reliability testing technique is to use coefficient value of alpha reliability. Criteria of decision-making is if the value of the coefficient of alpha reliability is greater than 0.6 then the variable is reliable (reliable).

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Reliability testing technique is to use coefficient value of alpha reliability. Criteria of decision-making is if the value of the coefficient of alpha reliability is greater than 0.6 then the variable is reliable (reliable).

Table 4.5
Reliability Test Results

No.	Variabel	Coefficient Realibility	Description
1	Award (X1)	0,751	Reliable
2	Consumer Purchase Intention (X2)	0,738	Reliable
3	Consumer Purchase decision (X3)	0,715	Reliable

Source: Appendix 2

From Table 4.5 it is known that the value of Cronbach alpha for all variables is greater than 0.6. From the above mentioned provisions, all the variables used for research are reliable.

4.4 Descriptive Result

The research was conducted by distributing the questionnaire to 100 respondents at Hotel Santika Premiere Hayam Wuruk Jakarta in which they were asked to fill in the questionnaire using a scale representing a certain level of scoring. The level of scoring is described in table 4.6 below:

Table 4.6
Measurement Scale

Scale Descriptors/Answer Choice	Score
Strongly Agree	5
Agree	4
Neither Agree nor Disagree (Neutral)	3
Disagree	2
Strongly Disagree	1

Source: Hair et al. (2010:163)

4.4.1 The Frequency Distribution of Award (X)

There are twelve indicators of questions given to respondents to be answered. Respondents' answers can be seen in Table 4.7

Table 4.7
Frequency Distribution of Award (X)

Indicator	5		4		3		2		1		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
X1	9	9	81	81	6	6	4	4	0	0	100	100	3.95
X2	21	21	67	67	11	11	1	1	0	0	100	100	4.08
X3	8	8	82	82	8	8	2	2	0	0	100	100	3.96
<i>Average/mean score of food indicator</i>													3.97
X4	33	33	52	52	14	14	0	0	1	1	100	100	4.16
X5	18	18	72	72	10	10	0	0	0	0	100	100	4.08
X6	24	24	68	68	8	8	0	0	0	0	100	100	4.16
<i>Average/mean score of service indicator</i>													4.13
X7	24	24	69	69	7	7	0	0	0	0	100	100	4.17
X8	37	37	59	59	4	4	5	5	0	0	100	100	4.33
X9	29	29	66	66	3	3	2	2	0	0	100	100	4.22
<i>Average/mean score of cleanliness indicator</i>													4.24
X10	16	16	79	79	3	3	2	2	0	0	100	100	4.09
X11	25	25	63	63	11	11	1	1	0	0	100	100	4.12
X12	29	29	64	64	6	6	1	1	0	0	100	100	4.21
<i>Average/mean score of overall indicator</i>													4.14
Total Mean Variable Score													4.13

In Table 4.7 it can be seen that from 100 respondents, Award variable have an average of 4.13. The number means the award that was given to the hotel by Traveloka does have its relevancy and validation by the actual customers staying at the hotel after the premise had been awarded with the distinction, with 4.13 translates into customers generally agrees that the hotel does deserve the award. There are four indicators that are a part of the variable assessed, with the highest average indicator belongs to service at 4.24. this means customers are especially aligned with the award about the service. The lowest ones are food, with 3.97. but it is still high as a whole.

From all the items listed to measure awards, the highest item that are valuable in enticing consumer to consider award as a way for them to have an assurance to purchase is X8, with average response amounted to 4.33. This falls into cleanliness as one the four indicators that the award evaluated. The item talks about the presentation of the room, which based on the questionnaire distributed is the most sought after quality that the award evaluated. The lowest average score for item is 3.95, which is the list of menus offered by the hotel's restaurant.

4.4.2 The Frequency Distribution of Consumer Purchase Intention (Z)

There are nine indicators of questions given to respondents to be answered. Respondents' answers can be seen in Table 4.8:

Table 4.8

Frequency Distribution of Consumer Purchase Intention (Z)

Indicator	5		4		3		2		1		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
Z1	25	25	65	65	8	8	2	2	0	0	100	100	4.13
Z2	27	27	59	59	11	11	3	3	0	0	100	100	4.10
Z3	30	30	60	60	5	5	5	5	0	0	100	100	4.15
<i>Average/mean score of brand loyalty indicator</i>													4.13
Z4	31	31	58	58	4	4	2	2	5	5	100	100	4.08
Z5	27	27	66	66	4	4	2	2	1	1	100	100	4.16
Z6	10	10	84	84	4	4	2	2	0	0	100	100	4.02
<i>Average/mean score of brand association indicator</i>													4.09
Z7	28	28	66	66	4	4	2	2	0	0	100	100	4.20
Z8	28	28	63	63	7	7	2	2	0	0	100	100	4.17
Z9	25	25	65	65	8	8	2	2	0	0	100	100	4.13
<i>Average/mean score of brand awareness indicator</i>													4.16
Total Mean Variable Score													4.13

In Table 4.8 it can be seen that from 100 respondents, Consumer Purchase Intention variable have an average of 4.13. The number means customers do get attempted to stay at the premise that was awarded when they acknowledge it, given that 4 is a scale that indicates agreement towards the variable assessed. There are three indicators that are a part of the variable assessed, with the highest indicator average belongs to brand awareness at 4.16. this means customer acknowledge the brand of Santika and they feel familiar to it that it makes them interested in purchasing. The lowest average score for the indicator is brand association, with 4.09. It is still unbelievably high, as people proven to have the ability to associate the hotel with certain qualities.

From all the items listed to weight consumer purchase intention, Z7 is one of the most sought after item to raise intention to purchase with an average score of 4.20, which happens to be the knowledge of the brand the consumer possess. According to the survey conducted, why the knowledge of the brand is important because it is closely related to brand association. The lowest average for an item is 4.02, which is the associate description of the hotel from your references.

4.4.3 The Frequency Distribution of Consumer Purchase Decision (Y)

There are nine indicators of questions given to respondents to be answered. Respondents' answers can be seen in Table 4.9:

Table 4.9
Frequency Distribution of Consumer Purchase Decision

Indicator	5		4		3		2		1		Total		Mean
	f	%	f	%	f	%	f	%	f	%	Total	%	
Y1	17	17	82	82	0	0	1	1	0	0	100	100	4.15
Y2	24	24	71	71	5	5	0	0	0	0	100	100	4.19
Y3	25	25	70	70	5	5	0	0	0	0	100	100	4.20
<i>Average/mean score of recognition indicator</i>													4.18
Y4	2	2	92	92	2	2	1	1	0	0	100	100	4.01
Y5	32	32	64	64	3	3	1	1	0	0	100	100	4.27
Y6	23	23	73	73	3	3	1	1	0	0	100	100	4.18
<i>Average/mean score of information search indicator</i>													4.15
Y7	31	31	68	68	1	1	0	0	0	0	100	100	4.30
Y8	26	26	70	70	4	4	0	0	0	0	100	100	4.22
Y9	31	31	68	68	1	1	0	0	0	0	100	100	4.30
<i>Average/mean score of alternative assessment indicator</i>													4.27
Total Mean Variable Scores													4.20

In Table 4.9 it can be seen that from 100 respondents, Consumer Purchase Decision have an average of 4.20. The number indicates a strong decision making process after the intention was raised, with the decision almost exclusively falls into the positive direction of eventually staying at the premise. There are three indicators that are a part of the variable assessed, with the indicator that has the highest average score is alternative assessment with 4.27. this means that the customers have already looking for another option to stay at the same close proximity, yet they still stuck it up with their choice of Santika. Lowest average for an indicator is information search, although from the number it is still incredibly significant and also a proof that the customer did they research beforehand.

From all the items collected to measure consumer purchase decision, both Y7 and Y9 reign supreme, with both of them gaining a mean score of 4.30. This means that before deciding, the consumer has probably looked for other hotels to stay in (Y7), but because of the acknowledgement of the award received from the hotel they stuck it up with their choice to stay at Santika (Y9). This hints that to attract or to force people to purchase, they need to make sure that the hotel they decided to stay will outweigh all of the other hotels in near vicinity. The lowest item measured is Y4 with 4.01, which is you have obtained information related to your preference.

4.5 Hypothesis Testing

4.5.1 Direct Effect

This study aims to determine how the influence of award (X) on consumer purchase decision (Y), the influence of award (X) on consumer purchase intention (Z), the influence of consumer purchase intention (Z) on consumer purchase decision (Y) and the influence of award (X) on consumer purchase decision (Y) through consumer purchase intention as the mediator (Z). Data processing is done using the SPSS version 16 program.

Table 4.10

Results of Direct Effect Influence on Path Analysis

Independent Variable	Coefficient Line (Beta)	t count	p-value	Description
X → Y Award → Consumer Purchase Decision	0.310	3.196	0.020	Significant
R square (R ²) : 0,289 Sub Structure I : Y = 0,310 X				
X → Z Award → Consumer Purchase Intention	0.470	5.276	0.000	Significant
R square (R ²) : 0,221 Sub Structure I: Z = 0.470 X				
Z → Y Consumer Purchase Intention → Consumer Purchase Decision	0.317	3.268	0.000	Significant
R square (R ²) : 0,289 Sub Structure I: Y = 0.317Z				

Source: data processed

4.5.2 Hypothesis Testing Result for Direct Effect

a. Hypothesis 1

The first path coefficient in this study is an analysis of the influence of the Award (X) on Consumer Purchase Decision (Z). The test results of the influence of the Award on Consumer Purchase Decision can be seen in Table 4.10. The hypothesis of this research is as follows.

4.10 shows the test results of the effect of the Award on Consumer Purchase Decision. The result is obtained beta coefficient of 0.310 with a positive direction. The effect indicates that with the increasing of Award it will give an increase to Consumer Purchase Decision with t count of 3,196 and probability equal to 0,020 ($p < 0,05$). The decision of the test result is accepted. The value of determination coefficient of 0.289 or 28.9%. These result indicate that the contribution of award to Consumer Purchase Decision is 28.9%, while the contribution of other variables outside this research model is 71.1%. The conclusion is H1 accepted, meaning the hypothesis that the Award has significant influence on Consumer Purchase Decision

b. Hypothesis 2

The first path coefficient in this study is an analysis of the influence of the Award (X) on Consumer Purchase Intention (Y). Characteristics that can be seen in Table 4.10. The test results explain influence of the Award to Consumer

Purchase Intention can be seen in Table 4.10 The research hypothesis tested are as follows:

Table 4.10 describes the results of path analysis testing to determine the effect of the Award on Consumer Purchase Intention. The effect can be seen on the beta coefficient of 0.470 indicating that the effect of the Award on Consumer Purchase Intention. The influence has a positive direction which means that the Award is increased, it will also increase the Consumer Purchase Intention. The t count of 5.276 and the probability of 0.000 ($p < 0.05$). The value of determination coefficient of 0.221 or 22.1%. These results indicate that the contribution of the Award to Consumer Purchase Intention is 22.1%, while the contribution of other variables outside this research model is 77.9%. The conclusion is H2 accepted, meaning the hypothesis that the Award has significant influence on Consumer Purchase Intention.

c. Hypothesis 3

The test results of Consumer Purchase Intention influence on Consumer Purchase Decision can be seen in Table 4.10. The research hypothesis tested as follows:

Table 4.10 shows the results of testing the influence of Consumer Purchase Intention on Consumer Purchase Decision. The result is obtained beta coefficient of 0.317 indicating that the influence of Consumer Purchase Intention to Consumer Purchase Decision has a positive relationship direction. The influence of positive relationship direction which means is the increase of Consumer Purchase Intention, it will be followed by improvement to Consumer

Purchase Decision. The value of t count of 3.268 and probability of 0.000 ($p < 0.05$), then the decision accepted. The value of determination coefficient of 0.289 or 28.9%. These results indicate that the contribution of Consumer Purchase Intention to Consumer Purchase Decision is 28.9%, while the contribution of other variables outside this research model. The conclusion is H3 accepted, from the results hypothesis that states Consumer Purchase Intention has significant influence on Consumer Purchase Decision.

4.5.3 Hypothesis Testing Result for Indirect Effect

Indirect Effect (IE) of Consumer Purchase Intention as Intervening Variable in the Award Relationship to Consumer Purchase Decision can be done by multiplying the outcome of the direct impact on the path being bypassed. The calculation is described as follows:

Structural equations:

$$Y = PZX + (PZX \times PYZ)$$

Direct Effect (direct influence) Award to Consumer Purchase Decision of 0.310:

$$\text{Indirect Effect (IE)} = PZX \times PYZ$$

$$= 0.470 \times 0.317$$

$$= 0.148$$

The result of calculation from Indirect Effect (IE) is 0,148. This indicates that the influence of Consumer Purchase Intention (Z) as Intervening Variable in

Award (X) Relationship to Consumer Purchase Decision (Y) of 0.148. It can be concluded that H4 accepted, from hypothesis that states Consumer Purchase Intention variable plays a role in the relationship between Award to Consumer Purchase decision.

4.5.4 Total Effect

The total effect is the influence of the whole path skipped. The total effect or Total Effect (TE) of the Award variable, Consumer Purchase Intention, and Consumer Purchase Decision can be determined by the following calculation:

$$\begin{aligned}\text{Total Effect (TE)} &= \text{PYX} + (\text{PZX PYZ}) \\ &= 0.310 + 0.148 \\ &= 0.458\end{aligned}$$

The result of the total influence shows that the variable of Award, Consumer Purchase Intention, to Consumer Purchase Decision is 0,458. Direct influence, indirect influence, and total influence of relationships among variables have been presented in a summary of the results. The summary is presented in Table 4.13

Table 4.11

Recapitulation of Direct, Indirect, and Total Influence

Variable relationship	Direct Effect	Indirect Effect	Total Effect	Description
X->Z	0.470	-	0.470	Significant
X->Y	0.310	-	0.310	Significant

Z->Y	0.317	-	0.317	Significant
X->Z->Y	-	0.148	0.148	Significant

Information:

X for Award

Z for Consumer Purchase Intention

Y for Consumer Purchase Decision

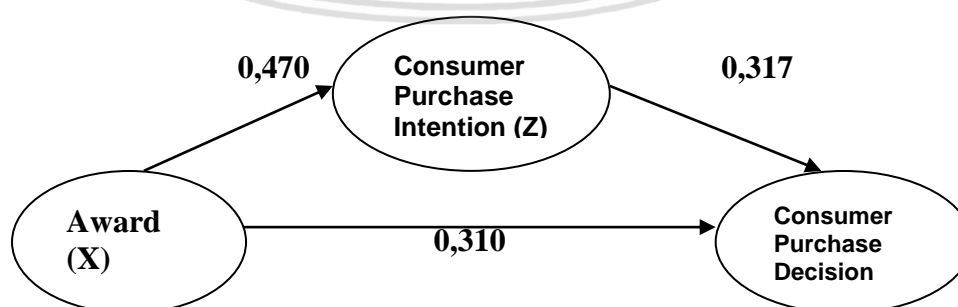
4.6 Relationship Between Paths

From the overall calculation that has been done, this research produces coefficient path between variables. Figure 4.1 shows the overall path analysis path diagram. The coefficient of Award variable to Consumer Purchase Intention is 0,470. The coefficient variable Consumer Purchase Intention to Consumer Purchase Decision of 0.317. Coefficient of Award variable to Consumer Purchase Decision is 0,310.

The path diagram model can be described as follows:

Figure 4.1

Variable Award Model Charts Model, and Consumer Purchase



Decision Information:

X as an exogenous (Independent) Award variable

Z as the mediator variable (Mediator) Consumer Purchase Intention

Y as endogenous (dependent) Consumer Purchase Decision

The diagram of the path analysis results in Figure 4.1 has the equation as following:

Sub Structure I: $Z = 0.470 X$,

Sub Structure II: $Y = 0.310 X + 0.317Z$

4.6.1 Model Decisions

The hypothesis model determination of this research data is measured from the relation coefficient of determination (R^2) in both equations. Model results as follows:

$$\begin{aligned}
 R^2_{\text{model}} &= 1 - (1 - R^2_1) (1 - R^2_2) \\
 &= 1 - (1 - 0,221) (1 - 0,289) \\
 &= 1 - (0,779) (0,711) \\
 &= 1 - 0,5538 \\
 &= 0,4462 \text{ or } 44,62\%
 \end{aligned}$$

The result of calculation of model determination equal to 44,62% explain that contribution of model to explain the structural relationship of three variables studied is equal to 44,62%. While the rest of 55.38% is explained by other variables that are not contained in this research model.

4.7 Discussion

With all the path analysis result that has been reported, these are the discussions of the hypothesis:

1.) based on the analysis of hypothesis one, we can conclude that award does have a direct impact to consumer purchase decision. With a coefficient beta of 0,310 and moving to the positive direction, award statistically are related to the increase of consumer purchase decision. This phenomenon can be factored in by some reasons, as awards are constructed by four vital points (food, service, cleanliness and overall performance) and purchase decision are determined by three distinctive characteristics (recognition, information search, alternative assessment). Isak Barbopoulos (2017) stated in his journal about measuring intention through a model of The Consumer Purchase Intention Scale: Development of a multi-dimensional and context-sensitive measure of consumption goals, and one of the context sensitive measure that he uses is hedonic. The award, the sole independent variable in this thesis, the author believed is a form of underlying motivation that can be falling into the hedonic category, thus propelled people to impulsively decide that they are going to purchase a product without igniting intention first. Award is a recognition of excellence in the level of accomodation that the hotel is acknowledged in; it means that award can act as a status symbol for the hotel to claim their 'best' in their field. This will imply a message to the potential occupants that they have been validated and tested in regards to their quality and it had prevailed. Therefore, the assumption becomes choosing them to be your accomodation will not be a dissapointing experience.

2.) based on hypothesis two, we can conclude that award does have an impact on consumer purchase intention. As the intermediary of this scheme, intention should have a significant role between transmitting the influence of

award to consumer purchase decision. In this hypothesis, we analyze the relationship between award and consumer purchase intention. And based on the data, 0,470 coefficient beta moves to a positive direction; meaning that the influence from variable x to z is significant. Furthermore, it is the most significant relationship out of all the variable. Fung So et al (2017) believes in his journal that the review and ratings an AirBnb company has will outweigh any turbulence that may dispell people from using the service. And the similar situation can be found here, when award that the hotel received really have the bigger influence in raising intention that hopefully will continue into decision

3.) based on hypothesis 3, we can conclude that consumer purchase intention does have an impact on decision. Although the coefficient beta might be slightly higher with 0,317, but intention still is relevant and important to influence decision. People that are making decision immediately falls into an impulsive kind of customer, but the majority of us who wanted to purchase something will have to have some kind of interest in purchasing them. Intention plays an important part here as it is closely related to brand awareness and association, which in most observations plays an important role in gaining new customer, as evidenced by an observation conducted by Fei L Weisstein (2017)

4.8 Implications

Some of the implications that occurred during the research includes:

1.) Based on hypothesis one, Impulsive buying by deciding to purchase (Y) immediately after recognizing the award (X) can be a good thing. But it is also can put the reputation of the hotel since usually those who do this rely

heavily on the award aspect and do not further their research into the hotel. When their expectation does not meet, it can create a bad mouth to the hotel.

2.) According to hypothesis two, The award (X) will likely to raise an intention (Z) more than an immediate decision (Y). Although a strong 0,470 coefficient variable is achieved by the award to consumer purchase intention, but only 0,317 will likely to further their interest into actual purchasing. This is not included those who probably decided not to purchase the service. Which means that despite a strong positive relationship between award and direct purchasing, it still pale in comparison to raising an intention first. Thus the intermediary variable still plays a major role in fishing consumer to buy the product.

3.) The relationship between intention (Z) to purchase decision (Y) here is tightly knitted. It is statistically more likely for people to continue their intention into purchase than not, since when they have established interest mean that they have managed to seek something that they might wanted and needed can be fulfilled by their choice.

4.) When done properly, the acknowledgment of award received by the hotel can be a tremendous benefit. And when the award is spread out and known, people will have an increase interest in intending to purchase. This observation on the thesis proven that award can be a powerful tool in influencing interest to come into a decision. But the hardest will be to maintain a good relationships between these two right after the post purchase decision occurred, which this thesis does not discuss.

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

This research examines The Influence of award (Traveloka Hotel Awards 2017) on consumer purchase intention and consumer purchase decision. Based on the analysis using Path Analysis and the discussions, the conclusions are as follows:

1. The award does directly influence consumer purchase decision. This mean that direct buying can be done by only looking at one factor.
2. The award does influence consumer purchase intention. This mean that the more the awards are received by the hotel, the more possibilities for people to intentionally purchase the product.
3. Consumer purchase intention influences does continue into consumer purchase decision. This mean that brand knowledge can lead to a consumption goal
4. The award influence consumer purchase decision through consumer purchase intention indirectly. This mean that the three variables does have relevancy with each other.

5.2 Recommendations

Based on the conclusions above, there are several suggestions and recommendations that can be done by Hotel Santika Hayam Wuruk Jakarta to improve their performance. These are:

1. For the hotel

It is statistically proven in this thesis that award does benefit the business to attract more people. The authour recommends that the hotel took a full advantage of the situation and advertised the achievement properly. However, the hotel should hold true to the expectation the customer have when acknowledging the prestige.

2. For the Students

This thesis hopefully able to really showcase the knowledge that we gain in classroom and how it applies to the real world. Furthermore, the author hoped that this thesis will give an extended insight into the world of hospitality industry.

3. For further reasearch

For further research, the result of this research can be used as a reference or guide for further researchers regarding the influence of several other factors that has similar concept of this. Finally, the author hoped that future researchers will elaborate more on this to even more precisely calculated the relationship between each factors.

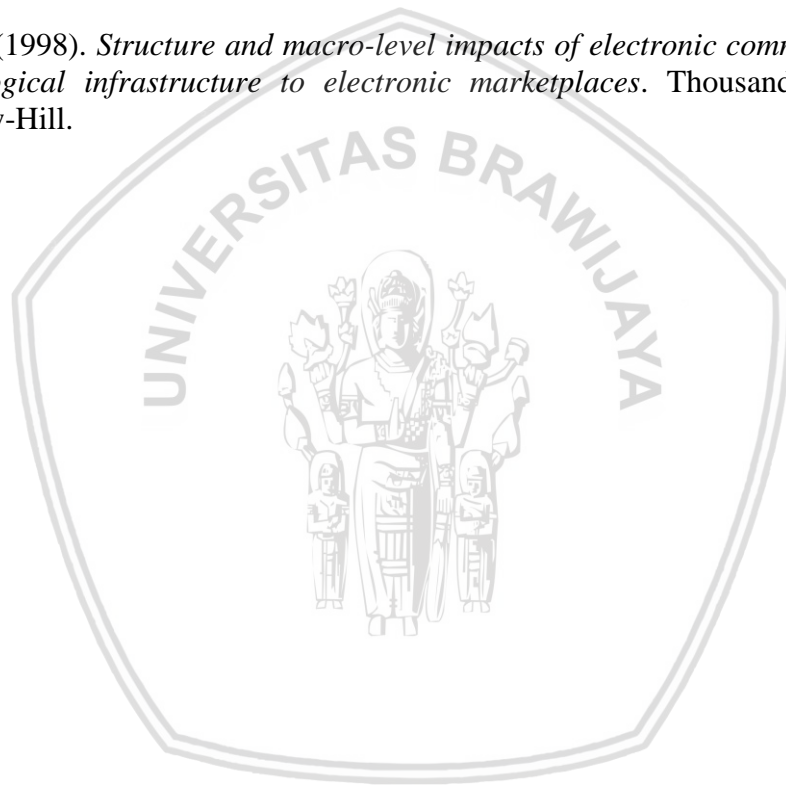
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APPENDIX

1. Validity Test Results

- Variable X

Correlations

		x1	x2	x3	x4	x5	x6	x7	x8	x9	x10	x11	x12	x
x1	Pearson Correlation	1	.619**	.584**	.488**	.496**	.359*	.267**	.251*	.125	.263**	.221*	.186	.664**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.007	.012	.216	.008	.027	.065	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
x2	Pearson Correlation	.619**	1	.631**	.500**	.430**	.456*	.242*	.103	.177	.404**	.218*	.181	.680**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.015	.308	.078	.000	.030	.072	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
x3	Pearson Correlation	.584**	.631**	1	.550**	.522**	.402*	.297**	.348**	.203*	.295**	.280**	.169	.717**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.003	.000	.043	.003	.005	.094	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
x4	Pearson Correlation	.488**	.500**	.550**	1	.411**	.288*	.162	.192	.196	.282**	.310**	.247*	.658**
	Sig. (2-tailed)	.000	.000	.000		.000	.004	.107	.055	.051	.004	.002	.013	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
x5	Pearson Correlation	.496**	.430**	.522**	.411**	1	.413*	.384**	.326**	.266**	.272**	.217*	.238*	.672**
	Sig. (2-tailed)													
	N													

	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.001	.008	.006	.030	.017	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
x6	Pearson Correlation	.359**	.456**	.402**	.288**	.413**	1	.427**	.326**	.326**	.308**	.151	.239*	.634**
	Sig. (2-tailed)	.000	.000	.000	.004	.000		.000	.001	.001	.002	.134	.016	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
x7	Pearson Correlation	.267**	.242*	.297**	.162	.384**	.427*	1	.392**	.517**	.423**	.181	.238*	.605**
	Sig. (2-tailed)	.007	.015	.003	.107	.000	.000		.000	.000	.000	.071	.017	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
x8	Pearson Correlation	.251*	.103	.348**	.192	.326**	.326*	.392**	1	.453**	.322**	.265**	.095	.547**
	Sig. (2-tailed)	.012	.308	.000	.055	.001	.001	.000		.000	.001	.008	.346	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
x9	Pearson Correlation	.125	.177	.203*	.196	.266**	.326*	.517**	.453**	1	.330**	.091	.126	.518**
	Sig. (2-tailed)	.216	.078	.043	.051	.008	.001	.000	.000		.001	.367	.213	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
x10	Pearson Correlation	.263**	.404**	.295**	.282**	.272**	.308*	.423**	.322**	.330**	1	.281**	.336**	.609**
	Sig. (2-tailed)	.008	.000	.003	.004	.006	.002	.000	.001	.001		.005	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
x11	Pearson Correlation	.221*	.218*	.280**	.310**	.217*	.151	.181	.265**	.091	.281**	1	.451**	.515**
	Sig. (2-tailed)	.027	.030	.005	.002	.030	.134	.071	.008	.367	.005		.000	.000

N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x1 Pearson	.186	.181	.169	.247 [*]	.238 [*]	.239 [*]	.238 [*]	.095	.126	.336 ^{**}	.451 ^{**}	1	.487 ^{**}	
2 Correlation														
Sig. (2-tailed)	.065	.072	.094	.013	.017	.016	.017	.346	.213	.001	.000		.000	
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100
x Pearson	.664 ^{**}	.680 ^{**}	.717 ^{**}	.658 ^{**}	.672 ^{**}	.634 [*]	.605 ^{**}	.547 ^{**}	.518 ^{**}	.609 ^{**}	.515 ^{**}	.487 ^{**}	1	
x Correlation														
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		
N	100	100	100	100	100	100	100	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

• **Variable Z**

Correlations

		z1	z2	z3	z4	z5	z6	z7	z8	z9	
z1	Pearson	1	.426 ^{**}	.309 ^{**}	.204 [*]	.140	.059	.383 ^{**}	.121	.110	
	Correlation										
	Sig. (2-tailed)		.000	.002	.042	.165	.558	.000	.232	.278	
	N	100	100	100	100	100	100	100	100	100	
z2	Pearson	.426 ^{**}	1	.541 ^{**}	.339 ^{**}	.242 [*]	.085	.357 ^{**}	.232 [*]	.358 ^{**}	
	Correlation										
	Sig. (2-tailed)	.000		.000	.001	.015	.398	.000	.020	.000	
	N	100	100	100	100	100	100	100	100	100	
z3	Pearson	.309 ^{**}	.541 ^{**}	1	.159	.217 [*]	.050	.161	.271 ^{**}	.396 ^{**}	
	Correlation										
	Sig. (2-tailed)	.002	.000		.114	.030	.622	.110	.006	.000	
	N	100	100	100	100	100	100	100	100	100	
z4	Pearson	.204 [*]	.339 ^{**}	.159	1	.170	-.072	.168	.197 [*]	.324 ^{**}	
	Correlation										
	Sig. (2-tailed)	.042	.001	.114		.091	.476	.096	.050	.001	
	N	100	100	100	100	100	100	100	100	100	
z5	Pearson	.140	.242 [*]	.217 [*]	.170	1	.243 [*]	.366 ^{**}	.194	.258 ^{**}	
	Correlation										
	Sig. (2-tailed)	.165	.015	.030	.091		.015	.000	.053	.009	



	N	100	100	100	100	100	100	100	100	100	
z6	Pearson	.059	.085	.050	-.072	.243*	1	.164	.393**	.263**	
	Correlation										
	Sig. (2-tailed)	.558	.398	.622	.476	.015		.104	.000	.008	
	N	100	100	100	100	100	100	100	100	100	
z7	Pearson	.383**	.357**	.161	.168	.366**	.164	1	.200*	.383**	
	Correlation										
	Sig. (2-tailed)	.000	.000	.110	.096	.000	.104		.046	.000	
	N	100	100	100	100	100	100	100	100	100	
z8	Pearson	.121	.232*	.271**	.197*	.194	.393**	.200*	1	.498**	
	Correlation										
	Sig. (2-tailed)	.232	.020	.006	.050	.053	.000	.046		.000	
	N	100	100	100	100	100	100	100	100	100	
z9	Pearson	.110	.358**	.396**	.324**	.258**	.263**	.383**	.498**	1	
	Correlation										
	Sig. (2-tailed)	.278	.000	.000	.001	.009	.008	.000	.000		
	N	100	100	100	100	100	100	100	100	100	
z	Pearson	.529**	.711**	.615**	.555**	.538**	.349**	.592**	.576**	.686**	
	Correlation										
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

• Variable Y

Correlations

		y1	y2	y3	y4	y5	y6	y7	y8	y9	
y1	Pearson	1	.190	.136	.129	.162	.058	.072	.078	.120	
	Correlation										
	Sig. (2-tailed)		.058	.178	.201	.107	.566	.475	.439	.233	
	N	100	100	100	100	100	100	100	100	100	
y2	Pearson	.190	1	-.031	.288**	.207*	.061	.178	.230*	.385**	
	Correlation										
	Sig. (2-tailed)	.058		.758	.004	.039	.549	.077	.021	.000	
	N	100	100	100	100	100	100	100	100	100	
y3	Pearson	.136	-.031	1	.047	.195	.129	.164	.141	.082	
	Correlation										
	Sig. (2-tailed)	.178	.758		.640	.052	.201	.104	.162	.419	

	N	100	100	100	100	100	100	100	100	100	
y4	Pearson	.129	.288**	.047	1	.253*	.106	.107	.047	.421**	.
	Correlation										
	Sig. (2-tailed)	.201	.004	.640		.011	.293	.290	.643	.000	
	N	100	100	100	100	100	100	100	100	100	
y5	Pearson	.162	.207*	.195	.253*	1	.314**	.367**	.179	.255*	.
	Correlation										
	Sig. (2-tailed)	.107	.039	.052	.011		.001	.000	.075	.010	
	N	100	100	100	100	100	100	100	100	100	
y6	Pearson	.058	.061	.129	.106	.314**	1	-.097	.156	.145	.
	Correlation										
	Sig. (2-tailed)	.566	.549	.201	.293	.001		.338	.122	.150	
	N	100	100	100	100	100	100	100	100	100	
y7	Pearson	.072	.178	.164	.107	.367**	-.097	1	.183	.391**	.
	Correlation										
	Sig. (2-tailed)	.475	.077	.104	.290	.000	.338		.069	.000	
	N	100	100	100	100	100	100	100	100	100	
y8	Pearson	.078	.230*	.141	.047	.179	.156	.183	1	.224*	.
	Correlation										
	Sig. (2-tailed)	.439	.021	.162	.643	.075	.122	.069		.025	
	N	100	100	100	100	100	100	100	100	100	
y9	Pearson	.120	.385**	.082	.421**	.255*	.145	.391**	.224*	1	.
	Correlation										
	Sig. (2-tailed)	.233	.000	.419	.000	.010	.150	.000	.025		
	N	100	100	100	100	100	100	100	100	100	
y	Pearson	.403**	.540**	.421**	.464**	.663**	.429**	.520**	.503**	.643**	.
	Correlation										
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

2. Reliability test results

- Variable X

Case Processing Summary

N	%
---	---

Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items
.751	13

• Variable Z

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items
.738	10

• Variable Y

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items
.715	10

3. Frequency Distribution

x1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0
	3.00	6	6.0	6.0	10.0
	4.00	81	81.0	81.0	91.0
	5.00	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

x2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	11	11.0	11.0	12.0
	4.00	67	67.0	67.0	79.0
	5.00	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

x3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	8	8.0	8.0	10.0
	4.00	82	82.0	82.0	92.0
	5.00	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

x4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	3.00	14	14.0	14.0	15.0
	4.00	52	52.0	52.0	67.0
	5.00	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

x5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	10	10.0	10.0	10.0
	4.00	72	72.0	72.0	82.0
	5.00	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

x6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	8	8.0	8.0	8.0
	4.00	68	68.0	68.0	76.0
	5.00	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

x7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	7	7.0	7.0	7.0
	4.00	69	69.0	69.0	76.0
	5.00	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

x8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	4	4.0	4.0	4.0
	4.00	59	59.0	59.0	63.0
	5.00	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

x9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	3	3.0	3.0	5.0
	4.00	66	66.0	66.0	71.0
	5.00	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

x10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	3	3.0	3.0	5.0
	4.00	79	79.0	79.0	84.0
	5.00	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

x11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	11	11.0	11.0	12.0
	4.00	63	63.0	63.0	75.0
	5.00	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

x12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	6	6.0	6.0	7.0
	4.00	64	64.0	64.0	71.0
	5.00	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

z1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	8	8.0	8.0	10.0
	4.00	65	65.0	65.0	75.0
	5.00	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

z2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	11	11.0	11.0	14.0
	4.00	59	59.0	59.0	73.0
	5.00	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

z3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	5.0	5.0	5.0
	3.00	5	5.0	5.0	10.0
	4.00	60	60.0	60.0	70.0
	5.00	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

z4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	5.0	5.0	5.0
	2.00	2	2.0	2.0	7.0
	3.00	4	4.0	4.0	11.0
	4.00	58	58.0	58.0	69.0
	5.00	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

z5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	2	2.0	2.0	3.0
	3.00	4	4.0	4.0	7.0
	4.00	66	66.0	66.0	73.0
	5.00	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

z6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	4	4.0	4.0	6.0
	4.00	84	84.0	84.0	90.0
	5.00	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

z7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	4	4.0	4.0	6.0

	4.00	66	66.0	66.0	72.0
	5.00	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

z8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	7	7.0	7.0	9.0
	4.00	63	63.0	63.0	72.0
	5.00	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

z9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	8	8.0	8.0	10.0
	4.00	65	65.0	65.0	75.0
	5.00	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	4.00	82	82.0	82.0	83.0
	5.00	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	5	5.0	5.0	5.0

	4.00	71	71.0	71.0	76.0
	5.00	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	5	5.0	5.0	5.0
	4.00	70	70.0	70.0	75.0
	5.00	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	2	2.0	2.0	3.0
	4.00	92	92.0	92.0	95.0
	5.00	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

y5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	3	3.0	3.0	4.0
	4.00	64	64.0	64.0	68.0
	5.00	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

y6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0

3.00	3	3.0	3.0	4.0
4.00	73	73.0	73.0	77.0
5.00	23	23.0	23.0	100.0
Total	100	100.0	100.0	

y7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	1	1.0	1.0	1.0
	4.00	68	68.0	68.0	69.0
	5.00	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

y8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	4	4.0	4.0	4.0
	4.00	70	70.0	70.0	74.0
	5.00	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

y9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	1	1.0	1.0	1.0
	4.00	68	68.0	68.0	69.0
	5.00	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

4. Path Analysis Result

- Path result towards Z

Descriptive Statistics

	Mean	Std. Deviation	N
z	37.1400	3.48741	100
x	49.5300	4.16686	100

Correlations

		z	x
Pearson Correlation	z	1.000	.470
	x	.470	1.000
Sig. (1-tailed)	z	.	.000
	x	.000	.
N	z	100	100
	x	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	x ^b	.	Enter

a. Dependent Variable: z

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.470 ^a	.221	.213	3.09333	1.476

a. Predictors: (Constant), x

b. Dependent Variable: z

ANOVA^a

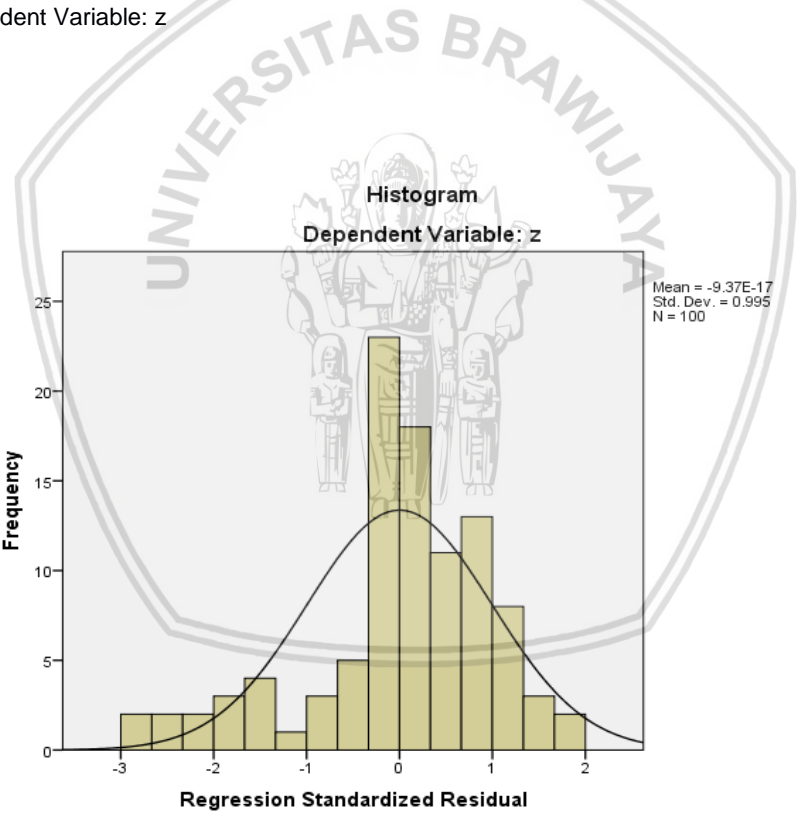
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	266.309	1	266.309	27.831	.000 ^b
	Residual	937.731	98	9.569		

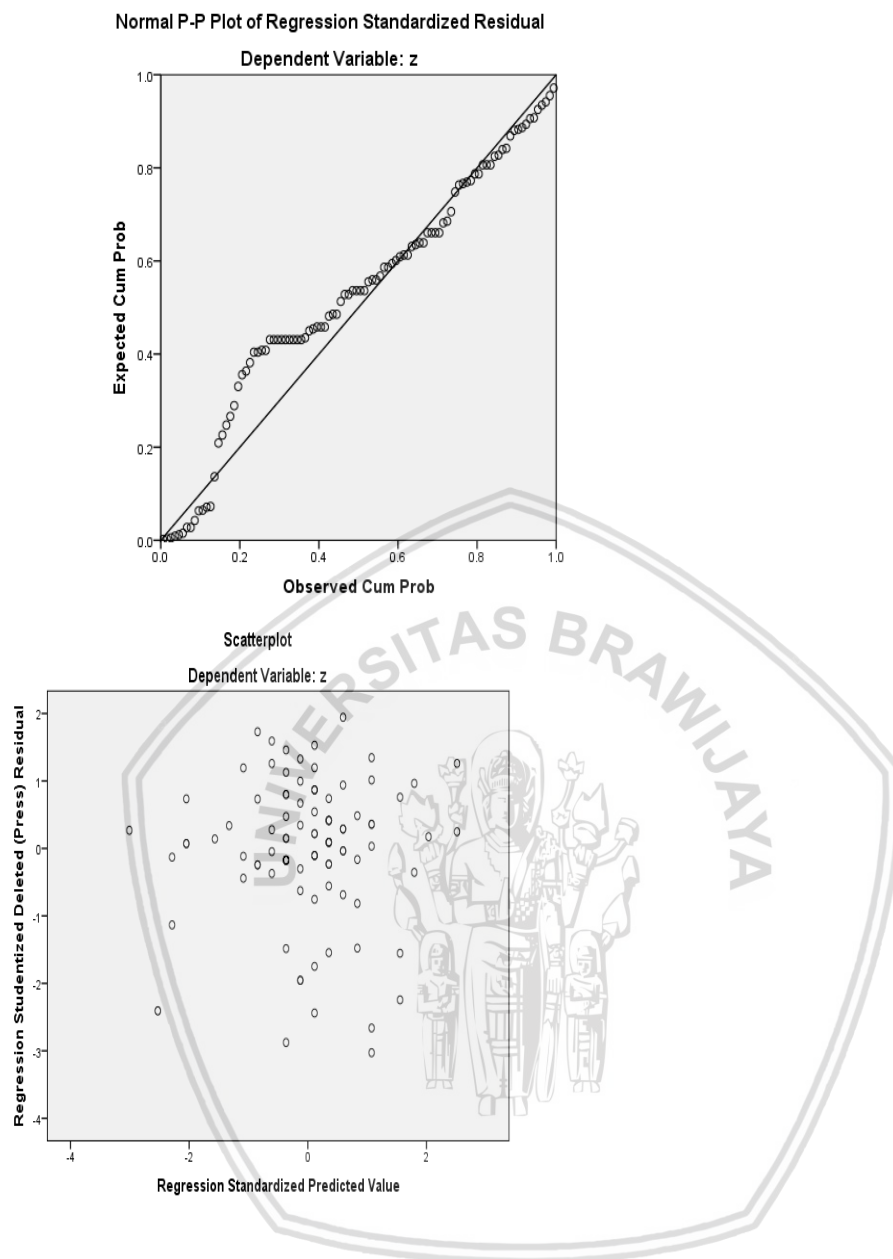
Total	1204.040	99			
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- a. Dependent Variable: z
- b. Predictors: (Constant), x

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Part	Tolerance
1	(Constant)	17.645	3.708		4.758	.000		
	x	.394	.075	.470	5.276	.000	.470	1.000
								1.000

- a. Dependent Variable: z





- Path result towards Y

Descriptive Statistics

	Mean	Std. Deviation	N
y	37.8200	2.23100	100
x	49.5300	4.16686	100
z	37.1400	3.48741	100

Correlations

		y	x	z
Pearson Correlation	y	1.000	.459	.463
	x	.459	1.000	.470
	z	.463	.470	1.000
Sig. (1-tailed)	y	.	.000	.000
	x	.000	.	.000
	z	.000	.000	.
N	y	100	100	100
	x	100	100	100
	z	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	z, x ^b		Enter

a. Dependent Variable: y

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.538 ^a	.289	.274	1.90038	1.999

a. Predictors: (Constant), z, x

b. Dependent Variable: y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	142.448	2	71.224	19.722	.000 ^b

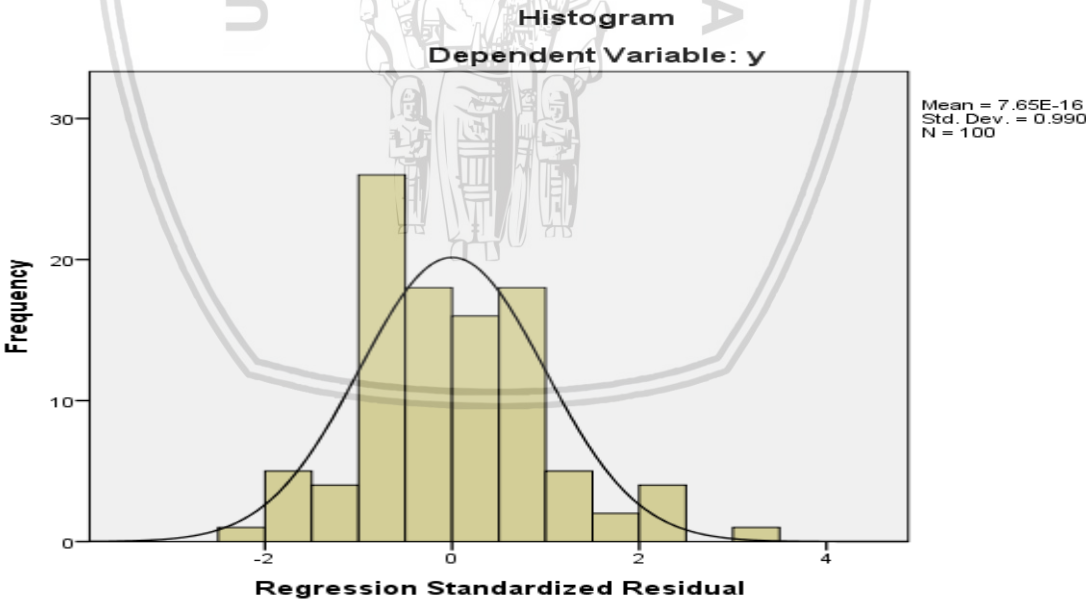
Residual	350.312	97	3.611		
Total	492.760	99			

- a. Dependent Variable: y
- b. Predictors: (Constant), z, x

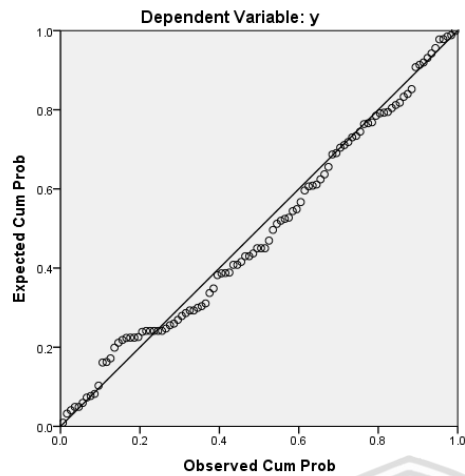
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	22.066	2.528		8.729	.000		
	x	.166	.052	.310	3.196	.002	.779	1.284
	z	.203	.062	.317	3.268	.001	.779	1.284

- a. Dependent Variable: y



Normal P-P Plot of Regression Standardized Residual



Scatterplot

